MusicAIRE final event

Empowering EU creator, manager and collecting societies to improve music royalty data-handling for fairer remuneration post COVID-19
FXR (‘fixer’) is a tool to help creators be in control of their music royalty income.

The music industry is known for music royalties slipping through the cracks due to data problems.

It’s our mission to create a fairer music industry.
Back to school!

Music Royalties 101 from a creator’s perspective
Say this is an European music creator
She has a great musical idea, records it, and...
The song goes out into the world and becomes an overnight success!

- Live concerts
- TV stations
- Films / TV
- Radio stations
- Metaverse
- Restaurant/clubs /stores
- Advertising agencies
- Spotify
- Apple Music
- Deezer
The use of her music generates music royalties, how does she receive them on her bank account?

Live concerts ➔ Spotify

TV stations ➔ Apple Music

Films / TV ➔ Restaurant/clubs /stores

Radio stations ➔ Deezer

Metaverse ➔ Advertising agencies

Where’s my money?!
Organisations collect on the creator’s behalf, part 1

- Publisher
- Distributor
- Record Label
- Collecting Society: performing and mechanical rights
- Collecting Society: neighbouring rights
- Collecting Agency
Organisations collect on the creator’s behalf, part 2

Publisher

Distributor

Record Label

Collecting Society: performing and mechanical rights

Collecting Society: neighbouring rights

Collecting Agency
A complex web of international payment transactions

- Publisher
- Distributor
- Record Label
- Collecting Agency
- Sub publishers
- Foreign collecting societies
- Collecting Society: performing and mechanical rights
- Collecting Society: neighbouring rights
- Radio stations
- TV stations
- Advertising agencies
- Spotify
- Apple Music
- Deezer
Our MusicAIRES project

Empowering EU creator, manager and collecting societies
to improve music royalty data-handling for fairer remuneration post COVID-19
FXR gave creators from five European countries access to our application, where they were able to upload music royalty data they had received from their collecting societies and use FXR to better understand their data.
What did we do? (2/2)

- FXR performed a comparative analysis between different collecting societies and how they send data to creators, focusing on data interpretability, standardisation, quality, etc.
- Collaboration with Chris and Sam from CMU, two music rights experts with extensive knowledge about music royalties.
- FXR x CMU white paper - available at www.fixingmusicdata.com
How could we fix music data?
The Results

Data should be better: you can’t expect creators to download over 1000 files to understand their royalty income of 3 years

Data can be better: some organisations provide great data which shows it’s possible, but nobody’s perfect

Better data makes it easier for everyone: once FXR had cleaned and presented data in a better way, creators were able to spot problems easier, and find missing money quicker
Recommendations

Collective management organisations are an essential backbone to help creators get paid. They are conduits and custodians of data.

Any policy aimed at improving this ecosystem must prioritize the creator as the ultimate end user of this data flow.

There are benefits to all stakeholders in the music ecosystem from improved data quality and data utility.
Next Steps

We’ll share the white paper with national and EU creator and manager lobby organisations, and the broader industry

We’ve identified a number of areas where follow up research could be valuable for creators, and are exploring how we can continue to push for improvements
Finally

Thank you MusicAIRE! Your support of this project has significantly accelerated FXR’s attempt to fix music data and help creators get paid fairly.
FXR x MusicAIRE

THANKS!

Questions?
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