



PRESS RELEASE FROM INTERNATIONAL ARTIST ORGANISATION, IAO 2022-09-13

## BETTER MODELS FOR FAIR STREAMING ECONOMY SUGGESTED IN NEW REPORT

**A survey and report commissioned by International Artist Organisation, IAO, concludes that new models for remuneration need to be introduced to obtain a fair streaming economy for all. Swedish researcher and Music Industry analyst Daniel Johansson will present his report on Norwegian Music Industry conference by:Larm on Thursday.**

Daniel Johansson: ”– Many people tend to comment on the artists' situation in the digital context, but here we let the artists themselves have a say. The survey shows that a majority supports a change in how the money is distributed from streaming, with the introduction of a new mandatory payment directly from the streaming services, and a so-called user-centric distribution model. We hope the results can be used by politicians, legislators, industry organizations and others, to understand the artists' sometimes rather complex and difficult situation. The next step is now to expand the survey to more countries and investigate even more deeply the conditions for implementing the changes that artists clearly want.”

”-The digital world has provided fantastic innovation and opportunities, but also complex structures that can be difficult to comprehend. We have commissioned this survey and report to get a wider picture of the artists' and musician's experience and positions as well as the music streaming industry. The more we know the better choices we can make, and we want to find sustainable and fair solutions for all to give new creators and innovators the best possible fundament for future growth and culture”, says IAO's co-founder and director of the board Tore Østby from GramArt.

The report will be presented by Daniel Johansson, followed by a panel chaired by Nacho Garcia Vega (IAO President) at by:Larm 14.00 in Dansens Hus on Thursday. Panelists: Sara Indrio, Danish-Italian musician, singer, songwriter and Chairman of the Danish Artist Union and Vice Chairman of The Danish Arts Counsel and Director of the Board of IAO, Jenny Hermanson, MD Nordics at Spotify, Anneli Axelson, Swedish singer songwriter, voice coach, member of the Board of the Swedish Musicians Union and Director of the Board of IAO and Kristine Bjørnstad, MD and coowner of 777 Music.

### IAO

IAO is a nonprofit umbrella association for national organisations representing the rights and interests of Featured Artists in the Music Industry. IAO principal interests are transparency, the protection of intellectual property and a fair reflection of the value an artist's work generates. IAO is based in Paris and was officially founded in 2015. It consists of the following members: FAC (UK), La GAM (France), CoArtis (Spain), GramArt (Norway), FACIR (Belgium), Dansk Artist Forbund (Denmark), Musikerförbundet (Sweden), Muusikkojen liitto (Finland), CAFM (Croatia) and De Muzielgilde (Belgium). The organisation is in the process of expanding its welcome artist organisations from more countries across Europe and beyond.

[www.iaomusic.org](http://www.iaomusic.org).

### Daniel Johansson

His research and teaching is focused on the music industrial economy and organisation as well as business economics within the music industry with focus on streaming and digital distribution. Also business informatics and information models, specifically how statistical analysis can be used in the music industry. At Linnaeus University he teaches courses on the Music & Event Management and MusicProduction programs. He has a tech background as a research engineer in computer science at the Royal Institute of Technology (KTH) and BTH, as well as working at tech companies in the music industry. He writes on music and tech at [www.musikindustrin.se](http://www.musikindustrin.se), and is a Senior Lecturer at Inland Norway University of Applied Science.

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