

invites you to the

# CREATORS' ROUNDTABLE ON MUSIC STREAMING

Hosted by

MEP Niklas Nienäß (Greens/EFA, Germany)  
MEP Alexis Georgoulis (GUE/NGL, Greece)

Online\*

DECEMBER 1<sup>ST</sup> 2020

13:00 — 14:45 CET

\* Please register your participation here: <https://bit.ly/3nBmd6B>

This edition of the Creators' Roundtable will outline how music streaming works and provide policy makers and participants with answers to questions like:

- How does music streaming work today?
- How are revenues distributed and split within the music value chain?
- How is streaming impacting the revenues of composers, songwriters, and musicians especially since the COVID19 pandemic?
- Has consumer listening behaviour on streaming services a direct impact on artists' revenues?
- What are possible alternatives to current streaming models?

## PROGRAMME

13:00 – 13:10 : Welcome Speech by Alfons Karabuda, Alexis Georgoulis & Niklas Nienäß  
13:10 – 13:30 : Presentation by Chris Cooke: "How does streaming work?"  
13:30 – 14:45 : Open exchange with panelists and participants

## HOSTS



**Niklas Nienäß** is a Member of the European Parliament (Greens/EFA, Germany) since 2019 and sits on its Committee on Culture and Education. He is a proponent of the Cultural and Creative Sectors, and a strong voice for authors' and performers' rights in particular. He initiated the Cultural Creators Friendship Group (CCFG) in the European Parliament with over 20 MEPs from six political groups.



**Alexis Georgoulis** is an actor, director and a Member of the European Parliament (GUE/NGL, Greece) since 2019. He is a member of the CULT Committee and a founding member of the Cultural Creators Friendship Group.

## MODERATOR



**Alfons Karabuda** is a composer and the executive chairman of the Swedish Society of Songwriters, Composers & Authors, as well as president of ECSA and the UNESCO founded NGO, International Music Council.

## PANELISTS



**Chris Cooke** is co-Founder and MD of Complete Music Update (CMU), a company that helps people navigate and understand the music business. He also programmes core conference strands at The Great Escape showcase festival and wrote the acclaimed book 'Dissecting the Digital Dollar'. CMU is part of Chris's media and communications business 3CM UnLimited.



**Michelle Leonard** is a singer, songwriter, artist developer, lecturer & publisher. She has been in the music industry since she was 16 and many of her co-written songs have been used internationally. She is on the board of GEMA (deputy), on the board of VERSO and a current "initiative Musik" judge member. She is currently working on her new solo project "The Leonard".



**Naomi Pohl** is Deputy General Secretary at the British Musicians' Union (MU). Since joining the MU in 2009, she has championed the rights of musicians, songwriters and composers. Naomi is currently involved in a high-profile campaign for improved streaming royalties for performers (#FixStreaming) along with The Ivors Academy.



**Anton Gourman** is the global comms director at Deezer. He is overseeing Deezer's strategic communication and PR. Before joining Deezer, Anton has held several senior comms positions, most recently as the Head of EMEA comms for Ricoh. Before that he was VP Corporate Comms for Modern Times Group MTG AB.

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