

STEP MUSIC MANAGEMENT

I'm writing to you on behalf of my company Step Music Management.

We have been trading 5 years and my experience in the industry is 20 years ago.

The lack of transparency across all parts of the industry is hugely problematic.

This has always been an issue throughout the industry.

Musicians have never had a voice in the room, however it is slowly changing but we need more change to make it a business that can be negotiated in a win win way.

For me there are a few big issues that need sorting.

- lack of transparency of streaming rates, how as a manager do we make considered decisions on who to sign too, when we don't know what the artist is being paid.

- lack of transparency of black box income is a real issue, major labels and publishers want market share so they can get more black box income. Black box income being the money that is collected by PROS but don't know who to Attribute that money too.

Could be a songwriter, session musician or artist where their names have been wrongly written, this means money goes unattributed and gets paid to the biggest companies. This means none of the majors want to clean up data.

Data should be seen as vital and as clean as possible. With blockchain possible why is this not being used to clean the business up.

If it was a bank it would be seen as FRAUD, but as it's music it's not.

- no ability to audit PRS. Artists get a huge amount of their money via PRS but they can't challenge them. This needs to change. Again if this was banking would this be allowed.

- old record deals. Perpetuity was a common term in deals of old, plus 17 - 20 ppd was a common term too. However both are still used by certain major and indie labels.

Old record deals mean artists who signed deals 20 years ago can't get the same terms as new artists.

There should be an ability to renegotiate should new services be used to distribute music, which has been the case over the last 20 years.

Labels do not have the same costs associated with delivery to market as was the case 20 years ago.

I hope you see that the lack of transparency is hugely problematic.

No other industry works like this.

Ellie