

# Creators Conference

High-level forum on key topics  
affecting music creators

including music streaming,  
new technologies, contractual practices,  
as well as the EU strategy for the music sector

**21 March 2023** 13:30–19:00 (CET) followed by a cocktail reception

**Cinema Palace** Boulevard Anspach 85, Brussels

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## FOREWORD FROM MARIYA GABRIEL

Commissioner for Innovation,  
Research, Culture, Education and Youth

Dear participants,

It is my pleasure to welcome you all to this year's Creators Conference!

My sincere gratitude goes to the organisers, the European Composer and Songwriter Alliance, who year after year bring creators, representatives of the music industry, and EU policymakers together to exchange views on topical issues affecting the sector.

The Creators Conference provides a pan-European platform to discuss subjects that are of key relevance for composers, creators, and authors: I am thinking of artistic freedom of expression, author's rights, new economic models, international cooperation, and fair remuneration, to just name a few. And this year's event will put music streaming, new technologies and contractual practices in the spotlight. All these are topics particularly relevant for our EU level policy work on music, under the Music Moves Europe initiative.

The European music sector is facing acute challenges, from the intensification of the digital transformation, the need for environmental sustainability, the legitimate aspiration for more diversity, fair remuneration of creators, competition from outside Europe, the lack of data and transparency, and the list goes on. This makes the creators' conference even more important.

As EU Commissioner responsible for Research, innovation, education, and culture, I am strongly committed to supporting the music sector and addressing its challenges. We are in this together, and you can rest assured of my support. [...]

Read the full written statement of Commissioner Gabriel here:

<https://composeralliance.org/news/2023/3/written-statement-by-european-commissioner-mariya-gabriel-for-the-creators-conference-2023/>

# PROGRAMME

12:30 ~ 13:30

Registration and networking lunch

13:30 ~ 13:45

Opening remarks by **Helienne Lindvall** (Songwriter, ECSA President)

13:45 ~ 13:55

Keynote speech by MEP **Iban Garcia del Blanco** (S&D, Spain)  
Rapporteur of the European Parliament's report on «*Cultural diversity and the situation of authors in the European music streaming market*»

14:00 ~ 15:15

## Panel 1

**Fixing music streaming: building a sustainable future for creators**

- **Chris Cooke** (Co-Founder and Managing Director, CMU)
- **Klaus Goldhammer** (Partner and Managing Director, Goldmedia)
  - **Helen Smith** (Executive Chair, Impala)
- **Tobias Stenkjaer** (Songwriter, Executive Chair of DPA)

Moderated by **Helienne Lindvall** (Songwriter, ECSA President)

15:15 ~ 16:00

Session on Music and Artificial Intelligence:  
**Minimizing threats and embracing opportunities raised by the new technologies and AI**

- **Florian Koempel** (Lawyer and Copyright Consultant)
- **Arriën Molema** (Songwriter, Vice-Chair of BAM!)

16:00 ~ 16:30

Coffee break

16:30 ~ 16:40

Keynote by MEP **Alexis Georgoulis** (The Left, Greece)

16:45 ~ 18:00

Panel 2

**Towards fair practice: preventing buy-out contracts and promoting a fair and proportionate remuneration for music creators**

- **Emmanuelle du Chalard** (Deputy Head of Copyright Unit, DG CNECT, EC)
  - **David El Sayegh** (Deputy CEO, SACEM)
  - **Étienne Forget** (Media Composer, UNAC)
  - **Michael Price** (Media Composer)

Moderated by **Janine Lorente** (Expert in Copyright and Authors' Rights Legislation, JLorente Consulting)

18:00 ~ 18:30

Session on the EU strategy for the music sector

- **Georg Haeusler** (Director for Culture, Creativity and Sport, EC)
  - **Zahra Mani** (Composer, ECSA Vice-President)

18:30 ~ 18:45

Closing remarks by **Alfons Karabuda** (Composer, IMC President)

From 19:00 onwards

Cocktail reception

20:00 ~ 20:30

Concert

# SPEAKERS AND MODERATORS

## KEYNOTE SPEAKER

### Ibán García del Blanco



Member of the European Parliament (S&D, Spain) and EP Rapporteur on the CULT report on the « Situation of cultural diversity and the situation of authors in the European music streaming market »

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Ibán García del Blanco, 42, was born in León, Spain. In 2003, he started a full-time career in politics, serving from local to national administration: City Councillor (2003-2011), member of the Provincial Council (2011-2012), and member of the Spanish Senate (2012-2015) where he served as the second Vice President of the Health and Social Affairs Committee. Within his political party, the Spanish Socialist Workers' Party (PSOE), García del Blanco is a member of the Federal Executive Commission in charge of Culture and Sports. In 2018, García del Blanco was appointed President of Acción Cultural Española (AC/E), an agency providing public support to the promotion of culture, both in Spain and overseas. He held this position until his recent election as an S&D member of the European Parliament, where he serves as Vice President of the Legal Affairs Committee and he is a substitute member in the Committee of Culture.

## PANEL 1

### FIXING MUSIC STREAMING: BUILDING A SUSTAINABLE FUTURE FOR CREATORS

### Chris Cooke



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Co-Founder and Managing Director of Complete Music Updates, CMU

Chris Cooke is co-Founder and MD of CMU (Complete Music Updates), a company that helps people navigate and understand the music business. It does this through media like the CMU Daily bulletin, Setlist podcast and CMU Library; consultancy unit CMU Insights; and future talent programme CMU:DIY. He also programmes the core conference strands at The Great Escape showcase festival each May and he wrote the acclaimed book 'Dissecting The Digital Dollar'. CMU is part of Chris's media and communications business 3CM UnLimited.

### Klaus Goldhammer



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Partner and Managing Director of Goldmedia

Klaus Goldhammer founded Goldmedia in 1998. He works as Managing Director and Managing Partner of Goldmedia in Berlin. The focus of his mandates is on strategy and business development, market and competitive analysis, forecasting and coaching. In the course of his many years of consulting practice, he has looked after a broad portfolio of clients, for clients in the private sector as well as the public sector, including the EU, ministries, regulators, associations and organisations. Klaus Goldhammer studied journalism and business administration in Berlin and London. Since 2011 he is honorary professor for media economics at the Free University of Berlin.

## Helen Smith



Executive Chair, Impala

Helen Smith is IMPALA's Executive Chair. Originally from Scotland, Helen is based in Brussels. She drives the organisation's key strategies with the board on a political, commercial and promotional level. Helping put thousands of independent companies and artists on the map of Europe by leveraging collective strength, IMPALA's milestones is an impressive read, from Europe's first ever class action court case on a merger, to its innovative work on Covid, copyright, sustainability, diversity and inclusion and of course with digital services, through its various action plans and awards schemes.

## Tobias Stenkjaer



Songwriter, Executive Chair  
of Danish Popular Auteurs, DPA

Tobias Stenkjaer is the Executive Chair of DPA, Danish Professional Songwriters and Producers. Drawing on more than two decades as an award-winning, gold and platinum-certified artist and songwriter, Tobias is a fierce champion of songwriters' and producers' rights in the ongoing fight to create a more sustainable business model for those who create the songs we all know and love.

As an example of this, DPA introduced guidelines for songwriters' fees and master points in Denmark, and Tobias has been deeply involved in the guidelines issued by ECOSA, the European Composers and Songwriters Alliance, where he also serves as Chair of the Streaming Working Group.

MODERATOR

## Helienne Lindvall



Songwriter, President of the European  
Composer and Songwriter Alliance, ECOSA

Helienne Lindvall is an award-winning professional songwriter, musician and columnist. She is Chair of the Songwriter Committee and Board Director, British Academy of Songwriters, Composers & Authors (BASCA), and chairs the Ivor Novello Awards. She is also the writer behind the Guardian music industry columns Behind the Music and Plugged In, and the former Head of Business & Songwriter relations for song data management platform Auddly, backed by hitmakers Max Martin and Abba's Björn Ulvaeus.

## SESSION

ON MUSIC AND ARTIFICIAL INTELLIGENCE – MINIMIZING THREATS AND EMBRACING OPPORTUNITIES RAISED BY THE NEW TECHNOLOGIES AND AI

### Florian Koempel



Lawyer and Copyright Consultant

Florian Koempel is a qualified German lawyer. He obtained a Law Degree from the University of Regensburg in Bavaria; in 1998, he passed the bar exam in Munich and has worked for the Regional Court and in private practice. He holds an LLM in Intellectual Property from Queen Mary and Westfield and a Competition Law Diploma from Kings College. He advises a variety of clients in the creative sector including UK Music, the Music Publishers Association and the British Copyright Council; he also convenes post-graduate courses on international copyright law and music industry contracts at Queen Mary, University of London.

### Arriën Molema



Songwriter, Vice-Chair of BAM! Popauteurs

Arriën Molema has been awarded Platinum and Golden records with his band "Room Eleven", with which he toured extensively in the Netherlands, Canada, Japan, South-Africa, Germany, and Belgium. He is currently active as songwriter and producer, with successful releases, synchs and compositions in TV-shows. Since 2012 he is also active in the field of advocacy for artists and creators. He co-founded and chairs BAM! Popauteurs (Dutch Songwriters Society), and is vice-chair of the supervisory board of the Dutch collecting society Buma/Stemra. He currently studies Intellectual Property Law, and is interested in technological developments (Artificial Intelligence, blockchain).

## KEYNOTE SPEAKER

### Alexis Georgoulis



Member of the European Parliament  
(The Left, Greece)

Alexis Georgoulis is an actor, director and a Member of the European Parliament since 2019, with the European Left. He is a member of the CULT Committee and the PETI Committee. He believes that Culture should be higher in the EU agenda and horizontally mainstreamed in EU strategy priorities. His main concern as a MEP is to support European culture and Cultural creators across Europe, therefore is a founding member of the Cultural Creators Friendship Group.  
[www.alexisgeorgoulis.eu](http://www.alexisgeorgoulis.eu)



## PANEL 2

TOWARDS FAIR PRACTICE: PREVENTING BUY-OUT CONTRACTS AND PROMOTING A FAIR  
AND PROPORTIONATE REMUNERATION FOR MUSIC CREATORS

### Emmanuelle Du Chalard

Deputy Head of Copyright Unit,  
DG CNECT, European Commission



Emmanuelle Du Chalard is working in the European Commission as the deputy head of the Copyright Unit (Directorate-General for Communications Networks, Content and Technology). She has been working on copyright for the last nine years, and contributed to the preparation and negotiation of the copyright reform. Prior to this, she worked in the Directorate-General for Internal Market in the Unit in charge of regulated professions. She worked in a management consultancy before joining the European Commission. Emmanuelle holds a Master degree of the Institute of Political Sciences in Paris.

### David El Sayegh

Deputy CEO of Société des auteurs,  
compositeurs et éditeurs de musique, SACEM



© Marc Chesneau

A lawyer specialized in intellectual property law, David El Sayegh served 5 years at Soulie Coste-Floret, a French law firm. He has first joined SACEM for 7 years and worked in the licensing department for phono-mechanicals and online exploitations. He joined SNEP (the French record industry organisation) in September 2007 as Director of Legal affairs and New Technologies and became CEO in June 2009. In April 2013, he comes back as SACEM's General Secretary where he oversees legal, European and institutional issues. In October 2021, David is promoted SACEM's Deputy Chief Executive Office. He has played a major role in promoting the recognition of authors' rights at French and European levels and made key contributions in developing regulatory framework that enabled the establishment of international partnerships.

### Étienne Forget

Media Composer, Union nationale  
des auteurs et compositeurs, UNAC



© Benoît Gillard

Mostly known for his work on TV series such as Missions and Netflix The Forest, Etienne mixes his interest in folk, orchestral and electronic music to write and produce music for films since 2006. He recently scored for feature films such as The Last Journey or the upcoming Netflix feature AKA. French Air Army and ESA trusted him for their recruit campaign as well as Dacia for their recent European campaign. Other recent clients include Famous French luxury house Guerlain and Cartier. In 2019 Etienne has joined UNAC as an administrator to defend media composers' rights. In the process he joined the audiovisual commission at Sacem and became delegate of the CNM's author-composer grant. In 2022 he took another step in his commitment by becoming vice president of UNAC and a French delegate at ECSA.

## Michael Price



Composer

Most musicians, if they are lucky, will master one craft or field within their career. For Michael Price, he's managed three, with his music spanning across piano, orchestral and soundtrack work. The soundtrack work – for TV shows such as Sherlock, Dracula, and Unforgotten, and films such as Eternal Beauty, A Fantastic Fear of Everything and Wild Child – has seen Price win an Emmy, as well as receive countless nominations (including a BAFTA nomination, and an Ivor Novello nomination earlier this year for his work on Dracula, with David Arnold). His work as a solo artist takes the form of beautiful improvised piano works, as heard on albums like Diary (2017), or via lush, grand, hyper-detailed orchestral work, as heard on critically acclaimed releases via Erased Tapes such as Entanglement (2015) and Tender Symmetry (2018). His last release, The Hope of Better Weather, is rooted in the piano world but also exists as a bridge crossing into new terrain, including reworks and remixes from the likes of Yann Tiersen, Bill Ryder-Jones and Eluvium and his new album, Whitsun, is an exploration of the connection between sound and memory.

MODERATOR

## Janine Lorente



Expert in Copyright and Authors' Rights  
Legislation, JLorente Consulting

Janine dedicated her professional career to the defense and promotion of authors' rights, in particular the rights of screenwriters and directors to receive a fair share of the revenues generated by the works they create. She carried out international projects as an executive for authors organizations in France, USA and Spain. And for several years now, as a consultant, she has been advising and accompanying CMOs, writers' and directors' Guilds, their regional federations in the US, EU, UK, South America, or Australia. Always with the same goal: improving the contractual and legislative rights of authors.

## SESSION

ON THE EU STRATEGY FOR THE MUSIC SECTOR

### Georg Haeusler

Director for Culture, Creativity and Sport,  
European Commission (DG EAC)



Georg Haeusler has just been appointed as Director for Culture, Creativity and Sport in the European Commission (DG EAC). Prior to that, he was Director in another Commission department for seven years. He joined the Commission in 1999 and has had several senior posts including as Head of Cabinet of Commissioner Dacian Cioloș, from 2009 to 2014. Before he began his Commission career, he was Secretary General of an EU-wide NGO. He studied law (PhD in 1993). He is 54 years old and married, with one son.

### Zahra Mani

Composer, ECSA Vice-President



Zahra Mani (UK/PK/AT) is a musician, composer and curator who lives and works in Austria. Her cultural work with non-profit organisations in Austria and Croatia focusses on border-crossing regional and European networks fostering contemporary cultural practice in a social context. She is vice-president of ECSA and is involved in various cultural advocacy initiatives. [www.zahramani.com](http://www.zahramani.com)

## CLOSING REMARKS

### Alfons Karabuda

Composer, President of the International  
Music Council, IMC



Alfons Karabuda is a composer with more than 30 years of experience in the music industry. He is president of the International Music Council, honorary president of the European Composer and Songwriter Alliance as well as Executive Chairman of the Swedish Association of Composers, Songwriters & Lyricists.

In addition, he serves as a member of the executive committee of STIM (The Swedish Performing Rights Society), director of Musiksvetige (Music Sweden), The Royal College of Music in Stockholm and the Polar Music Prize.

## **ABOUT ECSA**

The European Composer and Songwriter Alliance (ECSA) represents over 30,000 professional composers and songwriters in 27 European countries. With 55 member organisations across Europe, the Alliance speaks for the interests of music creators of art and classical music (contemporary), film & audiovisual music, as well as popular music.

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