



Upphovsrättsliga trender på musikområdet

Ökade valmöjligheter  
för artister.

## DEAL TYPES

DEAL 01:  
DIY  
DISTRIBUTOR  
(FEE)

DEAL 02:  
DIY  
DISTRIBUTOR  
(COMMISSION)

DEAL 03:  
DIY  
DISTRIBUTOR  
WITH ADVANCE

DEAL 04:  
DISTRIBUTOR

DEAL 05:  
DISTRIBUTOR  
WITH  
MARKETING

DEAL 06:  
DISTRIBUTOR  
WITH LABEL  
SERVICES

DEAL 07:  
DISTRIBUTION  
DEAL WITH  
LABEL

DEAL 08:  
ASSIGNMENT  
DEAL  
(PROFIT SHARE)

DEAL 09:  
ASSIGNMENT  
DEAL  
(INDIE)

DEAL 10:  
ASSIGNMENT  
DEAL  
(MAJOR)

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## DIY DISTRIBUTOR (DEALS 1 OR 2)

CASH ADVANCE

RECORDING COSTS

ARTIST DEVELOPMENT

PRODUCT DEVELOPMENT

DIGITAL DISTRIBUTION

PHYSICAL MANUFACTURE

PHYSICAL DISTRIBUTION

CONSUMER MARKETING

B2B MARKETING

PRESS

PROMOTIONS

SOCIAL MEDIA + DIGITAL

SYNC

OTHER OPPORTUNITIES

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### DIY DISTRIBUTOR WITH ADVANCE (DEAL 3)

CASH ADVANCE

RECORDING COSTS

ARTIST DEVELOPMENT

PRODUCT DEVELOPMENT

DIGITAL DISTRIBUTION

PHYSICAL MANUFACTURE

PHYSICAL DISTRIBUTION

CONSUMER MARKETING

B2B MARKETING

PRESS

PROMOTIONS

SOCIAL MEDIA + DIGITAL

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OTHER OPPORTUNITIES

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### DISTRIBUTOR (DEAL 4)

CASH ADVANCE

RECORDING COSTS

ARTIST DEVELOPMENT

PRODUCT DEVELOPMENT

DIGITAL DISTRIBUTION

PHYSICAL MANUFACTURE

PHYSICAL DISTRIBUTION

CONSUMER MARKETING

B2B MARKETING

PRESS

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**LABEL SERVICES OR DISTRIBUTION DEAL WITH LABEL (DEALS 6 OR 7)**

CASH ADVANCE

RECORDING COSTS

ARTIST DEVELOPMENT

PRODUCT DEVELOPMENT

DIGITAL DISTRIBUTION

PHYSICAL MANUFACTURE

PHYSICAL DISTRIBUTION

CONSUMER MARKETING

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CASH ADVANCE

RECORDING COSTS

ARTIST DEVELOPMENT

PRODUCT DEVELOPMENT

DIGITAL DISTRIBUTION

PHYSICAL MANUFACTURE

PHYSICAL DISTRIBUTION

CONSUMER MARKETING

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Upphovsrättsliga trender på musikområdet

# Musikkatalog ökar i värde.

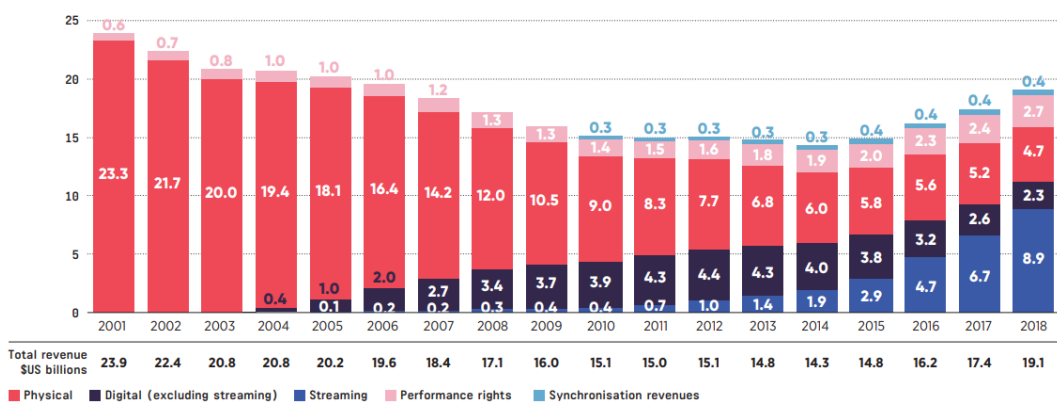
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Upphovsrättsliga trender på musikområdet

**Global Recorded Music Industry Revenues 2001-2018 (US\$ Billions)**



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Upphovsrättsliga trender på musikområdet

Musikkatalog ökar i  
värde.  
→ Ökat antal transaktioner av  
musikrättigheter

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Upphovsrättsliga trender på musikområdet

- Ersättning
- Struktur
- Garantier

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Upphovsrättsliga trender på musikområdet

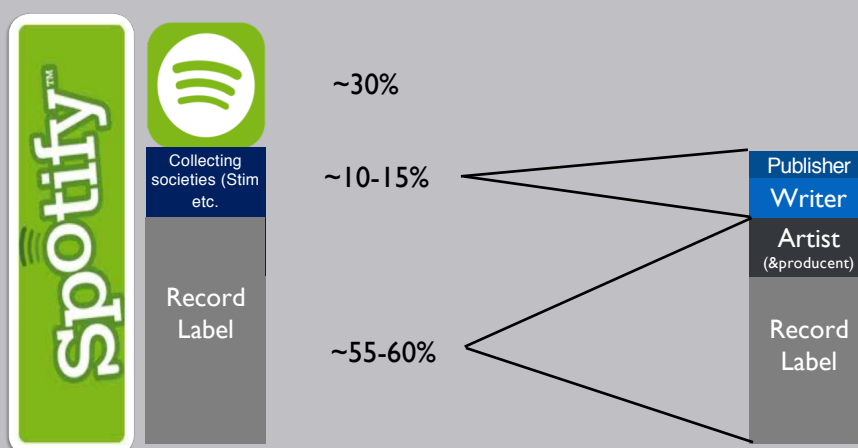
# Fördelningen av intäkter mellan förlag och skivbolag (USA)

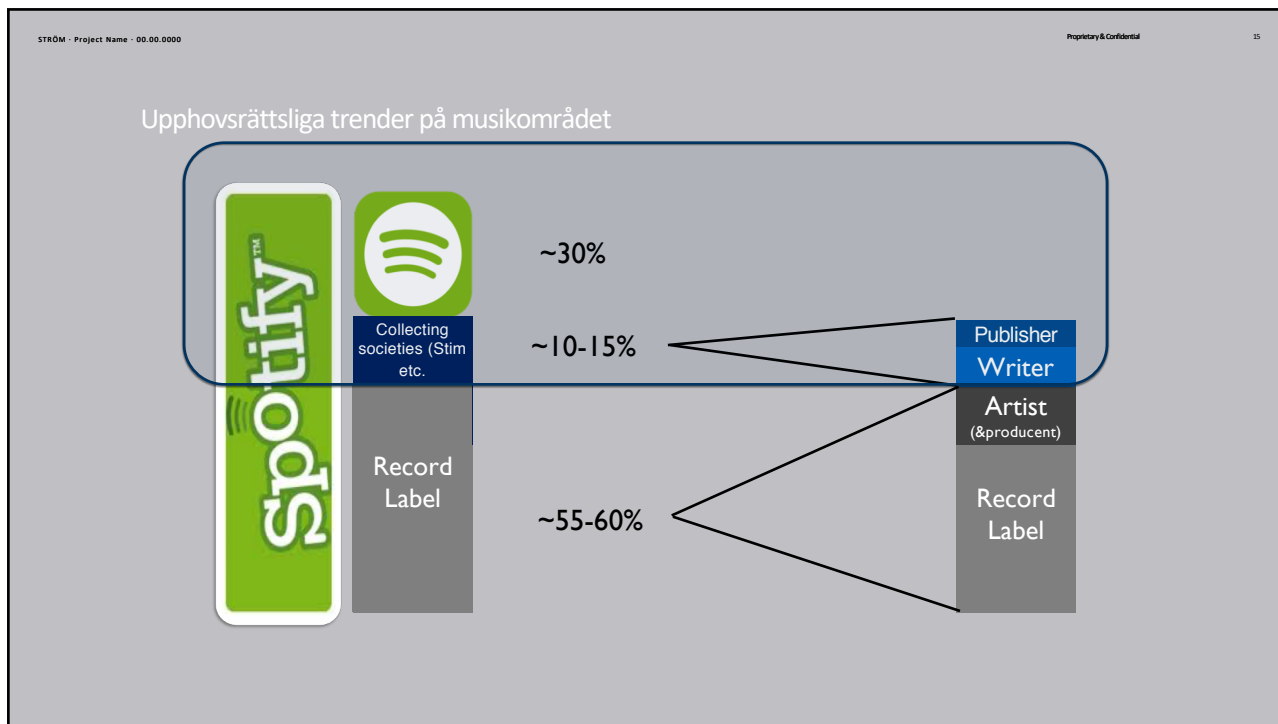
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Upphovsrättsliga trender på musikområdet





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Upphovsrättsliga trender på musikområdet

The diagram is similar to the one above, but with additional text below it. The flow is from Spotify to 'Collecting societies (Stim etc.)', which then splits to 'Publisher' and 'Writer' (~10-15%) and 'Artist (&producer)' and 'Record Label' (~55-60%).

- The Music Modernization Act ([H.R. 4706](#), [S. 2334](#))
- US Copyright Royalty Board bestämmer rates: 44% ökning av streaming royalty mellan 2018-2022, ska öka från 10.5% till 15.1%.
- OBS: % ovan är del av trestegs-regel för att beräkna vad tjänsten ska betala ut till låtskrivare/förlag. Ofta tillämpas "mechanical floor" 50 cent per betalande subscriber/prenumerant.
- CRBs beslut överklagat av Spotify, Pandora, Google, and Amazon.



