

IMPALA - 10 POINTS TO MAKE THE MOST OF STREAMING #2

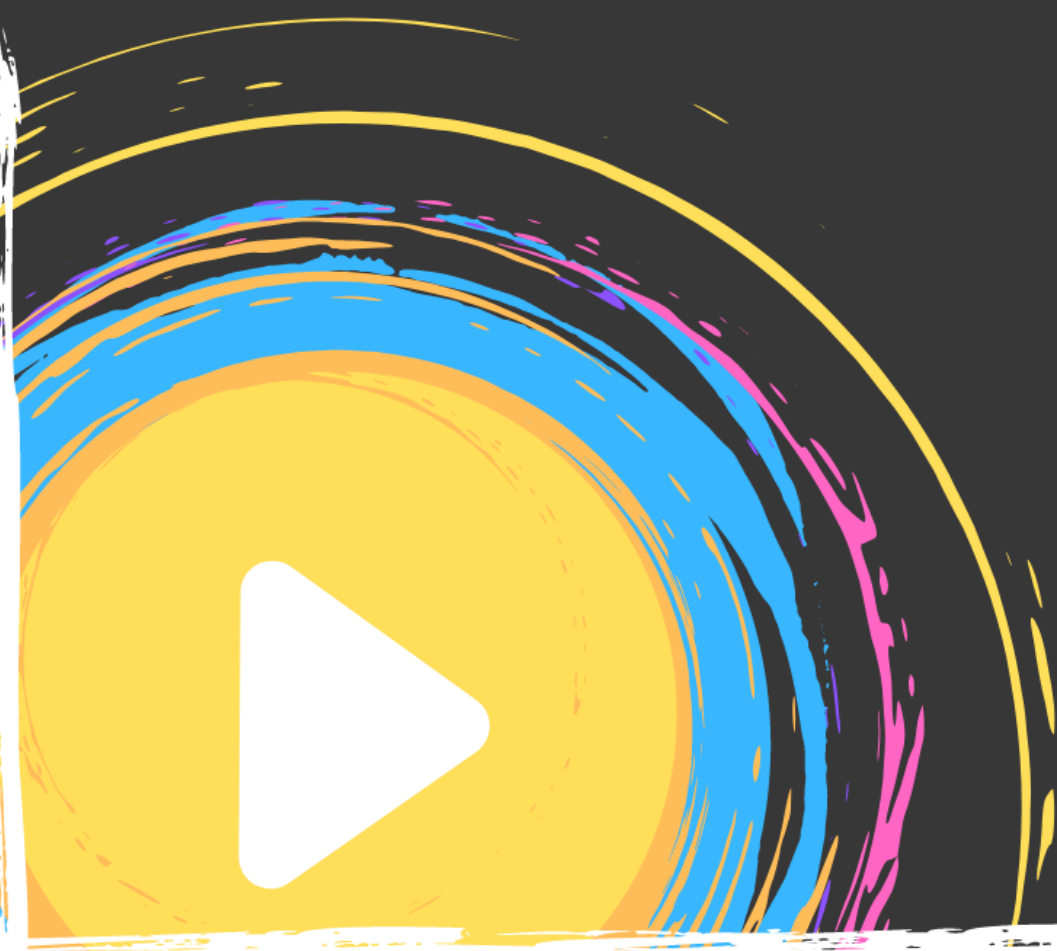
- ◇ GETTING MORE MONEY INTO THE MARKET AND STOPPING DILUTION
- ◇ CHANGING HOW REVENUE IS SHARED
- ◇ BOOSTING DIVERSITY, TRANSPARENCY AND CLIMATE ACTION

1 GROW OVERALL STREAMING REVENUES AND END DILUTION
UNLOCK SUBSCRIPTIONS (PRICES TO FOLLOW INFLATION)
PROMOTE DIFFERENTIATION
END ALL VALUE GAPS AND OTHER FORMS OF REVENUE DILUTION
NO TAKE IT OR LEAVE IT NEGOTIATION TACTICS

2 NO ROYALTY REDUCTION
NO PAY FOR PLAY
OR OTHER INITIATIVES RECREATING ELEMENTS OF PAYOLA

3 APPLY REVENUE ENHANCEMENT MECHANISMS IN MARKETS WHERE SERVICES ARE FAILING TO CONVERT USERS TO PAID MODELS

4 USE SOPHISTICATED TOOLS SUCH AS AI TO ADDRESS UNLAWFUL ACTIVITY THAT REMOVES VALUE FROM CREATORS
INCLUDING STREAMING MANIPULATION, AD-BLOCKING, STREAM-RIPPING AND AI RIP OFFS



5 LABELS TO PAY ARTISTS A FAIR CONTEMPORARY DIGITAL ROYALTY RATE
NO "EQUITABLE REMUNERATION" (STREAMING IS NOT RADIO)
SUPPORT INDUSTRY AGREEMENTS AS IN FRANCE INSTEAD

6 REFORM ALLOCATION OF STREAMING REVENUE
DIFFERENTIATION OF RATES (ACTIVE ENGAGEMENT, ARTIST GROWTH, FAN PARTICIPATION, PRO-RATA TEMPORIS)
INCREASE MASTER RIGHTS SHARE OF DIGITAL PIE (FOR LABELS AND ARTISTS) TO COVER RISK & INVESTMENT
THRESHOLDS TO ACCESS MONETISATION MECHANISMS SHOULD NOT HARM SMALL LABELS OR SMALL MARKETS

7 ENABLE SEARCH BY
- LABELS
- PERFORMERS
- PRODUCERS
- COMPOSERS
- MUSICIANS
- AUTHORS
- PUBLISHERS

8 BOOST LOCAL REPERTOIRE AND LANGUAGES
BETTER PROFILING IN PLAYLISTS AND OTHER FEATURES
HAVING TRACK TITLES IN MORE THAN ONE LANGUAGE
SPECIFIC RINGFENCED FUNDING MECHANISMS ALLOCATED TO INVESTMENT IN NEW, LOCAL RECORDINGS

9 COLLABORATE WITH LABELS/MERLIN TO ENSURE EDITORIAL ALGORITHM DEVELOPMENTS DON'T NEGATIVELY AFFECT DIVERSITY, LOCAL REPERTOIRE OR OPPORTUNITIES FOR ARTIST DISCOVERY

10 HELP OUR DIGITAL PARTNERS ASSESS AND REDUCE THEIR CARBON FOOTPRINT FOR DIGITAL MUSIC