



Indie representation in Poland

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What is the Worldwide Independent Network?

- WIN is a global forum for the professional independent music industry
- Formed in 2006 in response to various issues faced by independent music community
- Exists to support the independent sector internationally



What does WIN do?

- WIN is a collective voice: advocate, instigator and facilitator for its membership
- Forum for sharing information and responding to global issues and challenges
- Key issues: performance rights, mergers/ market access, copyright challenges, data.
- Working with international industry on issues of common interest (incl IFPI)



Who are WIN's members?

- All main independent music associations in approx 35 countries
- Including: AIM (UK), A2IM (US), VUT (Germany), ABMI (Brazil), AIR (Australia), PPNZ (New Zealand), FMPJ (Japan), AMAEI (Portugal) and many others
- IMPALA
- Merlin



Who are WIN's members' members (!)?

- Rightsholders in recorded music/master rights
- Independent music companies, large and small, producers, self releasing artists, managers, publishing etc etc.





What do WIN's member indie trade associations do (more specifically)?

- Collective representation and support for indie sector
- **Lobbying:** government, industry bodies, others
- **Commercial:** training, support, advice, resources
- **Networking:** joining up indie community



What do WIN's member indie trade associations do?

- **Lobbying** on behalf of independent sector: government, industry bodies, others.
- Government: eg copyright and legislation, access to finance/tax, etc. Local govt and international (eg Brussels via Impala)
- Industry bodies: eg collecting societies (producers, performers, publishers)
- Others, eg broadcasters, Merlin



What do WIN's member indie trade associations do?

- **Commercial:** training, support, advice, resources, guides, discounts etc.
- In-house resource to assist with questions and queries.
- Member assistance programmes in partnership with eg collecting societies, YouTube, iTunes etc
- Events, training sessions, 'friends' – digital, sync, marketing



What do WIN's member indie trade associations do?

- **Networking:** joining up indie community locally, eg via informal events
- International: Midem, SXSW, Indie Week – vital to be in contact with friends across the international indie community



The situation in Poland (1)

- Market is good: indies have a >40% market share
- Still relying on physical sales and live
- Not embracing new opportunities (digital, international)
- Fragmented: not centrally represented in ZPAV or otherwise

The situation in Poland (2)

What is the Polish independent sector missing out on by not being represented centrally?

- Awareness raising: rights, commercial, digital, international?
- Working with ZPAV to input to their national industry work (lobbying, funding, revenue distributions etc)?
- **Practical action plan to improve situation, next steps, dates to revisit/review action points.**



Questions and discussion

...and please keep in touch!

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