



INTERNATIONAL
CONFEDERATION
OF MUSIC
PUBLISHERS

Services to Members

As the voice and the point of reference of music publishing and the community of composers and songwriters, ICMP's mission is to:

- increase the level of copyright protection internationally;
- foster a global community of music publishers;
- encourage a better environment for the music publishing business;
- strengthen the position of the creative community;
- nurture cultural diversity;
- influence legislation on behalf of the music publishing community;
- act as an industry forum for discussing and consolidating global positions;
- provide members with insights into global developments that affect the music publishing community;

The key areas of ICMP's work include lobbying and representation and providing leadership to help the industry meet new and emerging challenges. In addition, ICMP aims to provide comprehensive information on the economic and cultural contribution of music publishing.

To support its members, ICMP conducts a range of coordinated and strategic activities in the following key areas:

1. **External Communications**
2. **Internal Communication**
3. **Strategic Leadership**
4. **Advocacy & Regulatory Affairs**
5. **Market Research**
6. **Training & Development**
7. **Representation**

1. EXTERNAL COMMUNICATIONS

To create a public, global understanding of music publishing and to make the voice of its members heard on key issues;

Activities:

- ◆ Promote global awareness and understanding of ICMP and the music publishing community (its contributions both to society and the economy)
- ◆ Implement international branding strategy establishing ICMP as the “voice of music publishing”
- ◆ Communicate industry and members’ messages externally
- ◆ Capture and communicate the diversity of the ICMP membership base
- ◆ Sponsor and run large-scale industry events and forums promoting both ICMP and the music publishing industry
- ◆ Promote the music publishing’s community’s support of music cultural diversity and expression and its efforts to showcase local musical talent internationally

Tools:

- ◆ ICMP Website,
- ◆ Brand Activities,
- ◆ PR Activities,
- ◆ Media Campaigns,
- ◆ Events,
- ◆ Sponsorship Activities,
- ◆ Links to member brands,
- ◆ other communication tools

Key Contributors: Stephen Navin, Frans de Wit, Nicholas Riddle, Lars Karlsson

2. INTERNAL COMMUNICATIONS

To provide comprehensive and timely information to members;

Activities:

- ◆ Deliver regular news and comprehensive information services to members on issues of key interest to the industry
- ◆ Provide communications support to national and regional MPAs
- ◆ Circulate information and ideas between members
- ◆ Provide information and enquiry services
- ◆ Foster a global community of music publishers

Tools:

- ◆ Newsletters,
- ◆ Newsfeeds,
- ◆ Website,
- ◆ Contacts Database,
- ◆ Reports,
- ◆ Enquiry Service

Key Contributors: Executive Bureau

3. STRATEGIC LEADERSHIP

To provide leadership to help the music publishing community meet new and emerging challenges;

Activities:

- ◆ Develop common solutions to industry problems on both the European and international level
- ◆ Identify new strategies to confront digital developments in the industry and to deal with copyright protection issues
- ◆ Establish a global presence for the music publishing industry with the development of new markets
- ◆ Create, manage and steer think tanks and working groups on strategic issues that will affect music publishing

Tools:

- ◆ Market Research,
- ◆ Industry Data,
- ◆ Think Tanks,
- ◆ Working Groups,
- ◆ Advisory Bodies

Key Contributors: Executive Bureau

4. ADVOCACY & REGULATORY AFFAIRS

To represent and defend the music publishing community's interests globally;

Activities:

- ◆ Aim to secure an external regulatory and market environment that is favourable in terms of the positive growth of the music publishing industry
- ◆ Develop strategies for lobbying on behalf of the industry and establish lobbying priorities
- ◆ Influence and follow-up on regulatory and market developments that may have an impact on the music publishing industry
- ◆ Inform members of EU policy developments pertaining to the music publishing sector
- ◆ Provide international advocacy assistance to national MPAs regarding local policy issues
- ◆ Advise legislative and regulatory bodies on the challenges/issues faced by the music publishing industry
- ◆ Deliver position papers representing the industry's reaction to legislative developments

Tools:

- ◆ Lobbying,
- ◆ Position Papers,
- ◆ Website,
- ◆ Internal Communications network,
- ◆ EU Affairs Knowledge,
- ◆ Legal and Political Expertise,
- ◆ WIPO expertise

Key Contributors: Kjell-Ake Hamren, Mimma Guastoni, Peter Schulz, Terry Foster-Key, Jane Dyball

5. MARKET RESEARCH

To become an authoritative source of research on music publishing;

Activities:

- ◆ Conduct market intelligence and analysis
- ◆ Provide a comprehensive range of global music publishing industry statistics
- ◆ Produce industry publication
- ◆ Report regularly on trends in the music publishing industry
- ◆ Create database of documents and contacts relevant to music publishing

Tools:

- ◆ Input from ICMP members,
- ◆ Statistics, Reports,
- ◆ Market Data,
- ◆ Industry Contacts Database,
- ◆ External Market Research Consultancy

Key Contributors: Nicolas Galibert, Ichiro Asatsuma, Ralph Peer

6. TRAINING & DEVELOPMENT

To enhance the broader strategic development of music publishing and assist members in gaining the skills and knowledge necessary to meet the changing needs of the industry;

Activities:

- ◆ Develop and provide training to members on national and local lobbying
- ◆ Run workshops and seminars on issues of key importance and relevance to the industry and ICMP members
- ◆ Share information among members on best practice in the sector
- ◆ Facilitate traineeships, international job exchange programmes

Tools:

- ◆ Training Programmes,
- ◆ Workshops and seminars
- ◆ Educational Fora,
- ◆ Conferences,
- ◆ Coaching and Mentoring,
- ◆ Job Swaps and Traineeships

Key Contributors: Executive Bureau

7. REPRESENTATION

To represent music publishing externally and cooperate with related bodies in the broader cultural sector;

Activities:

- ◆ Ensure that the music publishing community is adequately represented and its views taken into account on an international level with bodies such as WIPO, EU, etc
- ◆ Cooperate with related industry sectors and their representative bodies – CISAC, ESA, BIEM, etc
- ◆ Attend external industry events and conferences representing the music publishing community and reinforcing ICMP as the point of reference and voice of the community
- ◆ Monitor collecting societies' governance

Tools:

- ◆ Regular meetings with industry bodies,
- ◆ Ongoing contact with representative bodies of Collecting Societies
- ◆ Attendance at conferences and other fora

Key Contributors: Terry Foster-Key, Andrew Jenkins