

# GESAC



**34 European authors' societies  
operating in 26 countries**

## at a glance

As of 2014, GESAC will be publishing key figures of European authors' societies on a yearly basis.

*Study by PMP – [www.pmpconseil.com](http://www.pmpconseil.com)*

## We are

A sustainable model that benefits rights holders, users and consumers

### **Need-based   Non-profit   Democratic**

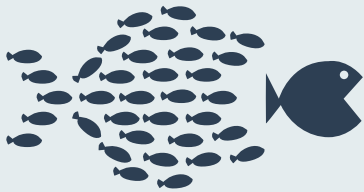
**Providing licenses that benefit authors and consumers** alike while reducing transactional costs, encouraging market entry for businesses and enabling a wide access to creative repertoires.

**Independent and non-profit** bodies, that represent creators, provide equal access to works without bias or exclusives, and attribute no preference among its members or users.

**Owned by and established for rights holders.** True to democratic principles, rights holders attend general meetings, elect the board and decide on matters that affect them.



# Our work consists of



**Enhancing individual authors'**  
negotiating position through  
collective representation and action



**Providing a means**  
for users to quickly and effectively  
establish equitable terms  
for the use of **copyrights**



**Monitoring usage**  
of creative works and payment  
of royalties for these



**Analysing large amounts of data**  
in order to ensure accuracy of  
royalty collection and distribution



### **Collecting royalties**

based on agreements on rules for distribution to rights holders

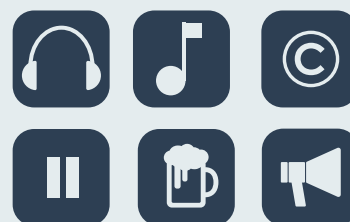


### **Distributing collected royalties**

to rights holders in proportion with the use of their work



**Ensuring the rights of authors** and other rights holders are respected



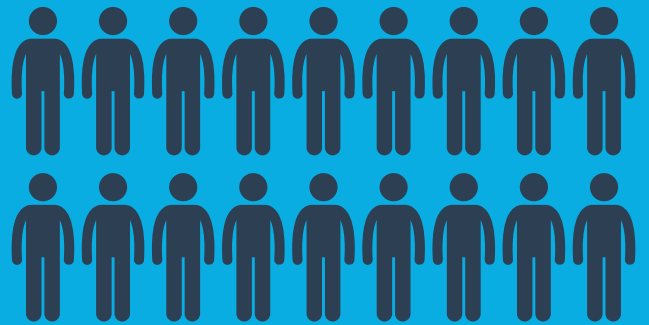
**Facilitating and promoting** wider access to cultural and creative works



**Developing cultural actions** to promote creation, culture and cultural diversity

# Results of our survey for 2013

## Who



We represent **1 027 644**  
creators and other rights holders



**43 334**  
new members joined in 2013



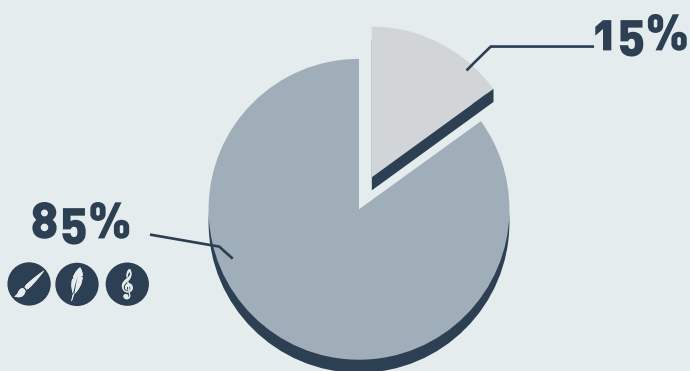
Our members are from **178 countries**  
worldwide (covering 96% of the world)

# What



**2 776 545**  
licenses granted

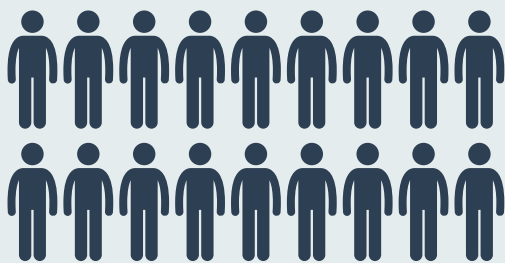
**5 138 241 527 €**  
(5.1 bn) collected worldwide



**15 %** average in rights management costs incurred



**4 295 890 041 €**  
(4.3 bn) in royalties distributed



to **534 338 creators**  
and other rights holders  
whose works were used in 2013



**207 243 256 €**

(207 mn) in funding for social  
and cultural activities provided

That comes down to

**more than 3.5 times the yearly EU culture budget**  
between 2007 and 2013.

These funds encourage the emergence of authors through **financial support for productions, self-productions, export and career development.**

**Consumers, or fans, also benefit:** music festivals and means to get music and other works to an audience are some of the funding initiatives.

# Facts

1

Creators and other rights holders are **free to join** the authors' society of their choice and are **free to leave** as well.

2

**Rights holders rely on royalties** as these are often the only compensation creators receive for their works.

3

88% of royalties were distributed to live authors. That means only 1 in 10 recipient is an heir.

4

Many commercial online direct licensing services charge over 50% of collected royalties without offering the benefits that authors' societies provide.

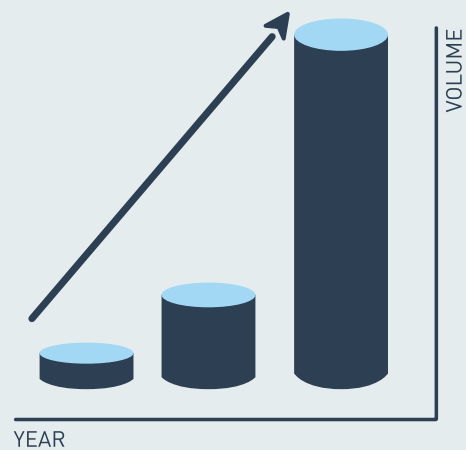


5

Our members have up to **85** representation agreements each with societies outside of Europe, enabling them to license almost the entire world's repertoire. **This allows not only users to pay for the usage of a multinational repertoire, but also rights holders to collect remuneration, from a single point.**

6

Billions of lines of data for online use need processing and this **data is expected to tenfold in the next 2 years.** Authors' societies invest in innovative software to **diminish administrative costs and improve online services.**



7

A network of **716 offices worldwide** and 9 844 employees ensure proximity services for members, consumers and users.



[www.authorsocieties.eu](http://www.authorsocieties.eu)

 #authorsocieties