

gvl

Gesellschaft zur
Verwertung von
Leistungsschutzrechten

The world is a stage.
We support the act.



About GVL

The world is a stage. We support the act. We want more than 145,000 GVL members to be able to focus on their passion – that is why GVL works in the background to ensure that an adequate remuneration is collected when our members' creative performances are being used.

We believe that every performer or the party providing an economic basis for creative performances must be rewarded for relevant usage. As a consequence, it has been our aim since 1959 to provide performing artists, producers of sound recordings, event organisers and music video clip producers with their due remuneration. While GEMA (Gesellschaft für musikalische Aufführungs- und mechanische Ver-

vielfältigungsrechte; Society for musical performing and mechanical reproduction rights) looks after the interests of authors and composers, GVL represents the rights of performing artists and producers who bring works to life on stage.

We collect money from users, such as radio and TV stations, and for the public performance (e.g. in restaurants or cafés) on a fiduciary basis and forward these funds directly to our members. We form a link between rights holders and rights users: It is hardly possible for these two stakeholder groups to negotiate the use of productions on an individual basis – there are just too many radio stations, pubs, clubs, hotels or private users on the one hand, and a broad

range of singers, musicians, actors or producers on the other hand. GVL is a point of contact for both stakeholder groups. It is, therefore, straightforward for rights holders to use creative works, while rights holders receive an adequate remuneration each year. As a consequence, we unite different groups under one roof. The fact that we represent both performing artists and producers gives us greater bargaining power to realise the combined interests of our members – thus we yield more for each individual member.



Mathias Donderer
Orchestra musician
Trusting GVL since 1980

Mathias Donderer has been a member of the German Symphony Orchestra Berlin since 1982. For more than 15 years he has taken an active role as an ensemble representative at GVL.



Klaus Pelizaeus
Producer and owner of the
label 'à la tête records'
Trusting GVL since 1988

Dana Pelizaeus
Singer
Trusting GVL since 2010

Dana and her father, Klaus Pelizaeus, represent the variety and diversity of GVL members. Dana enthuses her audience as a singer, while one of Klaus' many roles is that of an artistic producer. He also registered his label 'à la tête records' with GVL in 2000 with label code 11062.

Our members

More than 135,000 performing artists, over 10,000 producers, plus a range of event organisers and music video clip producers have placed their trust in GVL. That makes us one of the biggest global collective management organisations for neighbouring rights.

We are proud of that, but we are even more proud of our members' performances. Every day, they accomplish something that's new, artistic and creative – and we proudly support them. We accompany our members as a partner and a trustee for the entire lifespan of the neighbouring rights of their productions. Our members benefit from our usage-based distribution system time after time. If a production that our members contributed to is used on radio or TV stations for a number of years, we

make sure our members will repeatedly receive remuneration for such use.

It does not matter what nationality our members are or where their registered office is located – art knows no boundaries. Therefore, we can – if desired – expand our neighbouring rights administration service beyond Germany and manage our members' rights globally. If productions by our members are performed abroad, we look after the collection and forwarding of foreign remuneration.

We are especially enthusiastic about our members' variety, regardless whether film or music, classical or pop. We represent conductors, instrumentalists, artistic producers, narrators and raconteurs, music video directors, soloists and choir singers,

actors and dubbing actors and dancers, as well as literary and dubbing directors. Furthermore, producers of sound recordings and labels, event organisers and music video clip producers entrust us with the management of their neighbouring rights.

This level of variety requires democracy. The GVL Board, therefore, consists of representatives with seats for each membership group that is part of GVL. This helps us to guarantee that all interests are safeguarded in a fair and equitable manner and that remuneration is distributed based on well-balanced rules.

Our members take centre stage. We support them with competence, commitment and accountability. Day in, day out – with a passion.

Our artists

Musician or singer, actor or narrator, literary or dubbing director, dancer, artistic producer or conductor? We're here to manage neighbouring rights for a range of very different artists.

If performing artists have contributed to music productions, literary productions or film and TV productions, they can become GVL members. Once they have joined us by signing our rights administration agreement – free of charge – they can register their contributions to productions via our artists' portal. In order to do so,

artists search the relevant productions in our database and register whether they contributed to a music production as a band member or studio musician, or to a TV production in a main or supporting role.

We then calculate the remuneration based on the registered contributions in productions and their usage on radio or on TV. The contribution differs depending on the scope of an artist's individual contribution to a production: leading actors in a film or lead singers in a music production receive more than a supporting actor or a musician

who supported the band in the background. Furthermore, the intensity of usage mainly depends on how often a production or a song has been used on specific stations: more plays equal more pay.



Raúl Richter
Actor and dubbing actor
Trusting GVL since 2001

Raúl Richter has been working in film and TV for more than 15 years. He came well-known as an actor in the German TV series 'Gute Zeiten, schlechte Zeiten'. Currently, he also works as a presenter and regularly lends his voice to international actors as a dubbing actor.

Our producers

Nadine Hübler
Label 'Embassy of Music'
Her label has been trusting GVL
since 2001

Nadine Hübler is the Senior Royalty and Licensing Manager for the label Embassy of Music. In this position, she has been monitoring the exploitation of the entire music catalogue by third parties in the national and international licensing arena for more than ten years.



About 10,000 producers with more than 50,000 labels have entrusted us with the management of their neighbouring rights on a global scale. We are your partner – whether you're a major or an indie label – and we deal with genres from classical music via pop to jazz and many more.

GVL is here for producers – it's really simple. When producers sign a rights administration agreement with us, they receive a labelcode. Our producers can subsequently manage the rights for the tracks they released via our online portal for producers. Once we have registered the broadcasts (broadcast minutes) for a label and/or several tracks via the labelcode, we pay out the remuneration during our annual distribution. This means that every time radio or TV stations use productions, we capture these usages and pay the producers based on them.

This also applies in cases where such tracks are used by other labels on com-

pilations, and then broadcast. Via the so-called 'claiming' process, labels can claim the accumulated broadcast minutes of such tracks with very little effort and receive remuneration for them, too.

We provide our producers with a detailed statement so that they do not lose track of their played recordings. These statements contain information relating to the broadcast time per label or title, or an overview of the stations that have used the relevant repertoire.

Distribution

We distribute the revenue we collected at least once a year to our members, only deducting our administration costs; the rest goes directly to our artists and producers. Thus, we are able to pay more than EUR 120m per year for the use of their productions.

Each year, we capture more than 30 million broadcast minutes in order to know exactly who has been played, and where and when they have been performed. Based on the relevant usage, our members receive their remuneration. For labels, each broadcast minute attracts the same value. This means that the higher the rate of use of our mem-

bers' productions by radio and TV stations, the higher their remuneration entitlement. In the case of performing artists, additional parameters are significant, such as which role a performer held when contributing to a production.

Once a year, the GVL Board determines the exact parameters to calculate the individual distributable amounts in our distribution regulations. This kind of regular update is intended to allow for possible developments within artistic professions. Our distribution regulations also specify which radio and TV stations are analysed for the relevant usage year. In this context,

criteria such as market share, coverage or variety of repertoire are particularly pivotal.

Furthermore, our members do not just receive remuneration for usages of their productions in Germany. If they have assigned their rights to us for other countries, and if their productions were used abroad, we make sure that they also receive their remuneration from abroad.

Alexander 'Ali' Zuckowski
Musician
Trusting GVL since 1996

Ali Zuckowski shows that it makes sense to be a member in the two big German music collective management organisations. Ali receives remuneration from GVL for his work as a studio musician and artistic producer, while he is active as a songwriter member of GEMA, e.g. author of the Eurovision Song Contest's winning song 'Rise like a Phoenix'.





Uwe Nehlsen
Web radio operator
Trusting GVL since 2015

Uwe Nehlsen, aka 'DJ Magic', has been operating the non-commercial web radio 'Magic Radiokobolde' since 2015. As his web radio is registered with GVL, his team may access the entire global repertoire and play everything their heart desires – from beat music to dance, from pop to rock.

Our rights users

What would radio stations, discotheques or smart phones be without music? Thanks to GVL, our members don't even have to think about such a scenario, as we make it possible for music and audio-visual productions to be played. This is not limited to the three examples mentioned above, but also for TV stations, internet radios, restaurants, pubs, hotels, shopping centres, video shops and many more. They all benefit from the recordings of our artists and producers. Users of smartphones, tablets, USB sticks or other technical copying devices also pay a licence fee. The use of music or videos leads to benefits for our rights users, e.g. higher turnover. Thus, it is only fair that our members participate and receive their due share.

On behalf of our 145,000 members, we license the usage of their performances to achieve this. Based on tariff agreements, we receive income for various usage categories: broadcast remuneration, remuneration for public performance, copying and reproduction rights, rental and lending, and cable retransmission of artistic performances.

The level of payments by each rights user for their licence to GVL depends on the usage intensity and usage context of the music or audio-visual productions. Together with our managing directors, GVL's tariff committee is in charge of developing the relevant tariff agreements for individual us-

age areas; during this process, we ensure we also consider any potential cultural, social or religious interests of rights users. The rule of thumb: if usage is non-commercial, users pay less. It is our intention to make our performers' and producers' performances accessible to as large an audience as possible.

Our grants

Accountability means much more than just managing finances to us. Our actions extend well beyond our actual function as mediator between rights users and rights holders. Up to five per cent of our annual distribution volume is made available for our grants, i.e. cultural promotion and social benefits.

GVL's Board decides on the promotion of politico-cultural projects each year. Apart from big organisations such as the 'Initiative Musik' or the 'Deutscher Musikrat' (German Music Council), we also support individual projects such as classical music in clinics, the children's musical theatre Berlin or the

Federal German Jazz Orchestra. We have also supported awards such as the German Actors' Awards, the German Conductors' Awards or the Albert-Mangelsdorff-Prize for jazz musicians. In this context, we make sure that projects contribute to strengthening young talents and expand the general conditions for artists and producers in Germany – entirely in the interest of our members.

This aspect also plays an important role with regards to cultural grants. Our members can apply for financial support for further professional education, participation in artistic competitions or an artistic education for

their children. As we know that life also has its undertones, we provide social grants as well. Quite often we can help in cases where members suffer from a loss of income due to temporary incapacity to work, or if particular events lead to a state of emergency and need for members through no fault of their own. Our GVL grants for the elderly help support our members well beyond their active professional lives.

Johanna Iser Singer Trusting GVL since 2014

The graduate jazz/pop singer Johanna 'Hanna' Iser is involved in various jazz and hip soul projects. In 2013, she participated in the 'Voice of Germany'. In 2015, her participation in the 'Popkurs Hamburg' was supported by GVL within the scope of grants management.



For more than 50 years, we have
been representing the interests of
performing artists and producers.
Every day – with a passion.

Gesellschaft zur Verwertung von
Leistungsschutzrechten mbH (GVL)

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