

BUMA/STEMRA: MORE THAN COLLECTING

Dutch Collecting Society Buma/Stemra's core business is the collection of money from users of music, who pay for the use of music in f.i. tv programs or pubs, and redistribute it to the persons entitled, the composers and lyricists of the music involved. However, Buma/Stemra does much more than protecting copyrights. It is directly and indirectly involved in an array of activities regarding public relation and promotion of Dutch music, both at home and abroad. "And education, which is an expanding component of our activities", says Antoinette de Ridder, Manager Marketing, Communication and New Business Development for Buma/Stemra.

Business developer for a collecting society? De Ridder explains: "Business development was created to watch and analyze future trends in our industry and to support the creation of new licenses in line with these trends. Two years ago, apps for smartphones were a novelty. Today, tons of apps are used on an increasing number of smartphones. Some of these apps play music or use music to create value, so copyrights for music become an issue. That's the responsibility of the Business department of Buma/Stemra; however, Business Development is involved in creating a new license structure. Another head breaker is how to come up with fair license structures for start-ups that are an enrichment for the music industry, like 22Tracks. Education is becoming a big part of our job; at various seminars and info sessions we explain to the Buma/Stemra members, all copyright holders, what business options open up due to the digital revolution."

How does education tie in with Buma/Stemra's core business of collecting money for copyright holders? Sander Bijlstra, Business Developer at Buma/Stemra: "As business development, we're following new trends and developments everyday and we share them within Buma/Stemra and with our members. Our goal is to help them in their careers and take full advantage of all these new opportunities. It's not like we tell them what to do, but we do show them what's going on in the digital world. By showing best practices and experiences and inviting artists over who are successfully dealing with it."

Bijlstra stresses that it's teamwork: "Keeping track of developments is not just Business Development, all departments of Buma/Stemra are involved. Education is becoming more and

more important. The digital world evolves at an increasing rate. If you're a composer and your business is creating music, you simply do not have the time to stay informed so we see it as our job to point out the growing number of possibilities and ways to make money with music."

Go Dutch

Buma/Stemra is indirectly involved in many projects that educate its members and promote Dutch music abroad, mainly through the Buma Cultuur foundation it has founded and sponsors. As a clear example in dance music, Buma Cultuur participates in Go Dutch, a program to promote Dutch dance. Starting in 2008, Go Dutch hosts a Dutch dance stage at Creamfields, the British dance festival. It's a showcase for Dutch jocks and dance acts of all musical stripes – from hardcore to ambient, so to speak – and it focuses on acts who are about to break internationally. Last year, Bingo Players played at Creamfields Co Dutch. This year, they returned as headliners (see box).

DJ Monitor International

One of Buma/Stemra's innovations, the international cooperation with DJ Monitor, will be showcased at ADE. DJ Monitor has created a tool (a hardware box) that enables monitoring of dj playlists and live act setlists at international venues; it registers what tracks are played. The

system was developed by DJ Monitor in conjunction with Buma/Stemra and the Dutch dance industry. Recently, it was used at Sensation in Melbourne, a production of ID&T. In the same period a very mobile version of the system was field tested. Bijlstra: "DJ Monitor can both register playlists of whole events but can also be used by an individual artist for their sets. The benefit for Buma/Stemra is that it creates a detailed and verifiable list of the tracks that have been played or performed at the event. It enables us to contact our sister collecting society abroad and point out the selections of our Dutch members. It helps us to collect money for our members. This international usage of DJ Monitor is being field tested with dj's like Armin van Buuren and Ferry Corsten on their international tours. By developing it further and intensifying the co-operation with foreign sister organisations we hope to increase the revenues from dj sets and stage performances by Dutch dance acts who work outside The Netherlands." Moreover, the system offers the artist a new promotion tool. "You can publish the playlist afterwards. Or even in real-time from the dj booth", Bijlstra explains. "It is even possible to sell the tunes from the playlist via iTunes or Dancetunes." More on DJ Monitor and its new options at ADE.

Available for consulting

Buma/Stemra will be present at ADE Next! with



two specialist services. The first one, Benefits of Buma/Stemra Membership, is aimed at future members and copyright holders. The second focuses on the many options and possibilities to promote the producer and his tracks via online platforms.

Buma/Stemra hosts the ADE seminar on Doing Business In Digital Dance Environment. "We will try to show how digital dance businesses operate today, and what options and limitations that gives for both artists and entrepreneurs", Bijlstra says. "An established party concerned plus a start-up company will explain how the use of music is put into practice. A company like Dutch online platform/webshop DanceTunes could help you to enter the international market. How do they operate? What are the pitfalls? It helps members to decide when they want to work with a 'digital' partner and what to expect out of it."

Obviously, De Ridder and Bijlstra will be present at ADE, next to several colleagues from Buma/Stemra. "We are open to questions. It's like easy-access consulting-hours. And if it is not possible to answer your question at ADE, we will make an appointment for a more in-depth consult. You can find us at the ADE conference, in the vicinity of the demo sessions. Hope to see you there."

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GO DUTCH @ CREAMFIELDS

Go Dutch is an initiative of Dutch agency IManagement and is produced by MusicXport, a collaboration of Buma Cultuur and Popcentrum Nederland (Dutch Pop Centre). Since 2008, the Go Dutch stage at UK festival Creamfields presents Dutch dj's and artists who have built a following in The Netherlands and are about to break internationally. This year, the focus was Dutch house, however Go Dutch is open to Dutch dance music of all stripes. Headliner Bingo Players returned to the Go Dutch stage after their well received set of last year. "It's a unique platform to get a taste of what it's like to be spinning to a foreign crowd", says Paul Bomer of Bingo Players. He's is raving about the experience. "Creamfields is one of the most important festivals and even though we had serious competition – Tiësto and the Swedish House Mafia were spinning at other stages while we were on – the Go Dutch tent was filled to the rafters."

Boemklatsch was one of the non-Dutch House acts at this year's Go Dutch stage. Earlier this year the Utrecht-based collective launched its debut album, Spontaneous Combustion, to wide acclaim. "I was very pleasantly surprised by the crowd reaction at Creamfields", says Mike Mago of Boemklatsch. "We got more post-gig attention by fans than ever before. All acts at the Go Dutch stage played for a full house. Dutch House is becoming the new rage, all hip name labels promote Dutch House as the new thing. Which is a bit odd for us, since Boemklatsch doesn't spin nor produce Dutch House and besides, we have been exposed to the sound for some time now." Boemklatsch uses the Creamfields gig as an introduction to their upcoming UK tour of late October, following the release of their remix of the upcoming Gorillaz single, Rhinestone Eyes.

Bingo Players will launch their label Hysteria at ADE: Thursday October 21, Club NL. Boemklatsch will host the Boemklatsch X night at Paradiso, Saturday October 23.