



An Open Letter to Sir Lucian Grainge,
CEO of UMG:

February 2, 2023

We write this letter to raise our concern over your recent public statements surrounding the current payment models in the music industry. We find it alarming that you seem to have only taken issue with the pro-rata payout model now that independent artists are making significant strides equal to or more than major artists, including those signed to the major label system. The success of independent musicians is a testament to the music industry's failure to adapt to modern business practices and adjust to changes in the consumer market. We cannot help but wonder if your current position advocating for change to the payout system is genuinely about the artists or retaining market dominance and the lion's share of the revenue.

At the recent Billboard Power 100 event, you spoke about the need to reward those who make great music and make music great. However, songwriters, who fulfill both criteria, are often overlooked in discussions regarding fair compensation. You mentioned your commitment to "breaking artists" and having them fairly compensated, but when will you do the same for your songwriters signed at UMPG? When will record labels under UMG start compensating the songwriters who write for their artists? It is hypocritical to complain about the money earned from streaming when songwriters earn barely enough from streaming to make a living wage.

THE 100

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We demand that you prioritize the fair treatment and compensation of songwriters in your crusade for a new streaming payout model. The music industry is only possible because of the songs they write, and it is time for songwriters to receive the recognition and compensation they deserve.

Here are our demands:

- Session Fee: Non-recoupable payment for the time spent working, whether the song is placed or not.
- Songwriter Agreement: To specify the deal terms between the songwriter and artist/record label for the song/songs placed.
- Songwriter Fee: For the song/songs placed for an artist's project.
- Participation in SoundExchange Royalties

Regards,



Tiffany Red
FOUNDER & EXECUTIVE
DIRECTOR