

ECSA/CIAM STATEMENT ON GOOGLE/YOUTUBE

The European Composer & Songwriter Alliance (ECSA) and the International Council of Creators of Music (CIAM) note with concern the recent action taken by Google/YouTube in their negotiations for new licences with music collecting societies *PRS for Music* (UK) and *GEMA* (Germany).

ECSA and CIAM regard Google's actions as nothing more than a cynical and coercive public relations ploy by which they are apparently trying to set users against creators. ECSA and CIAM are increasingly concerned that Google's precipitous and unjustified move presages further use of such tactics in their negotiations with other collecting societies throughout Europe and may establish a pattern for how such negotiations will be conducted in the future. Google has made plain that it places little value on the music which has been a major driver of YouTube's popularity. Further by spreading misinformation as to the negotiating positions of those who seek to ensure that composers and songwriters receive fair remuneration for the use of their works, Google once again shows its contempt for all creators of artistic works.

Google is evidently not prepared to countenance paying a fair price for the music which it uses (and to provide full and transparent data as to that use) yet it is hard to imagine how their business model will work without music.

Oslo 8th April 2009