

Annual Report 2021





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Highlights of the past year

A critical year for Internet artists' remuneration

Following a 15-year fight, the President of the Republic signed an Order on 12 May 2021 transposing the European "copyright" directive – a hard-won victory in Brussels that was down to the efforts of European creators. This new legislative framework enshrines the principle of proportional remuneration for all artists in French law. It paves the way for fairer value sharing that will benefit performers for sound recordings, films and TV series, particularly those distributed on the Internet.

Negotiations to implement the Order have begun for the music industry. For almost a year, the artists' unions and collective management organisations (CMOs), including Adami, have been seeking common ground with producers' unions and their CMOs. The aim is to fully match the "minimum wage guarantee" (GRM) for streaming that is now enshrined in law.

For the audio-visual sector, negotiations on the application of proportional remuneration tailored to the various formats should soon begin at the initiative of the concerned parties. Adami wants to play its part.

Protecting remuneration for private copy

At the end of May, more than 8,500 artists and creators called for the non-opposition of culture and ecology in response to a campaign by refurbished phone and device retailers seeking to make these items exempt from private copy payments.

The committee responsible for setting the private copy payment scales adopted a special rate for this category of device, and the law makers rejected the exemption request.

A policy providing assistance and support for artists

Now more than ever, Adami is asserting its position as a key partner for performers by overhauling its financial assistance policy for artistic projects.

Adami is the first CMO to implement the automatic allocation of aid for organisations employing artists and which meet the stated economic and ethical criteria. At the same time, projects led directly by artists have received support through programmes specially designed to meet their needs.

This reform introduces a Code of Ethics (charte des valeurs) that once again establishes Adami as the first CMO to openly commit to the issues of equality and inclusion.

In 2021, Adami joined the 50/50 collective that promotes gender equality and diversity in cinema and the audio-visual sector, as well as the "Keychange" programme that works to promote equality in the music industry.



Alongside the artists at all times

Throughout the health crisis, Adami has worked unstintingly to protect artists. To combat the short- and medium-term consequences of the economic crisis affecting performers in particular, Adami decided to bolster its social assistance fund, Droit au Cœur, to support those artists in the worst social and economic circumstances. The scheme was split into two programmes: social assistance to cover personal misfortune and economic assistance to Adami's artists to compensate for the loss of activity linked to the health crisis.

A scheme that operates with full transparency

The Ethics Committee has three members qualified in the fields of law, the arts and the humanities. They were appointed in 2021, marking the culmination of deep-rooted reform to Adami's governance by the General Meeting of Shareholders at the impetus of the Board of Directors. Its creation meets the transparency requirements inherent to a CMO. Its mission complements those of the Supervisory Board, the CMO Control Committee and the statutory auditors. Adami's Professional Ethics Committee goes above and beyond its strict legal obligations.

Key figures

Collection of rights

€**83** million collected

Artists' remuneration

€**53.5** million allocated to 106,732 artists

€**5.6** million allocated to 417 artistic projects

An organisation supporting artists

42,011 Adami's artists as at 31 December 2021 including **3,392** artists who chose to join Adami in 2021 to benefit from its dedicated services

Excellent digital relations

7,250
artist accounts created online in 2021

62,803
accounts open as at 31 December 2021

33,238
requests processed: memberships, contact details updated, declarations, etc.

92%
of the artists who initiated a process or contacted our services from their personal online space say they are satisfied*

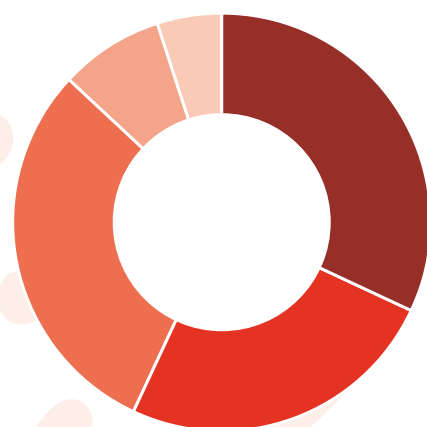
*Surveys carried out since October 2020



Collection of rights

Adami collected nearly €83 million in 2021

rights collected in euros	2020	2021	change
Audio-visual private copy	24,864,666	26,965,363	8.45%
Audio private copy	19,553,435	20,571,050	5.20%
Equitable remuneration	23,847,420	24,895,695	4.40%
Exclusive rights	6,617,630	6,449,314	-2.54%
International rights	3,827,525	4,103,723	7.22%
total	78,710,676	82,985,144	5.43%



32%

Audio-visual private copy

25%

Audio private copy

30%

Equitable remuneration

8%

Exclusive rights

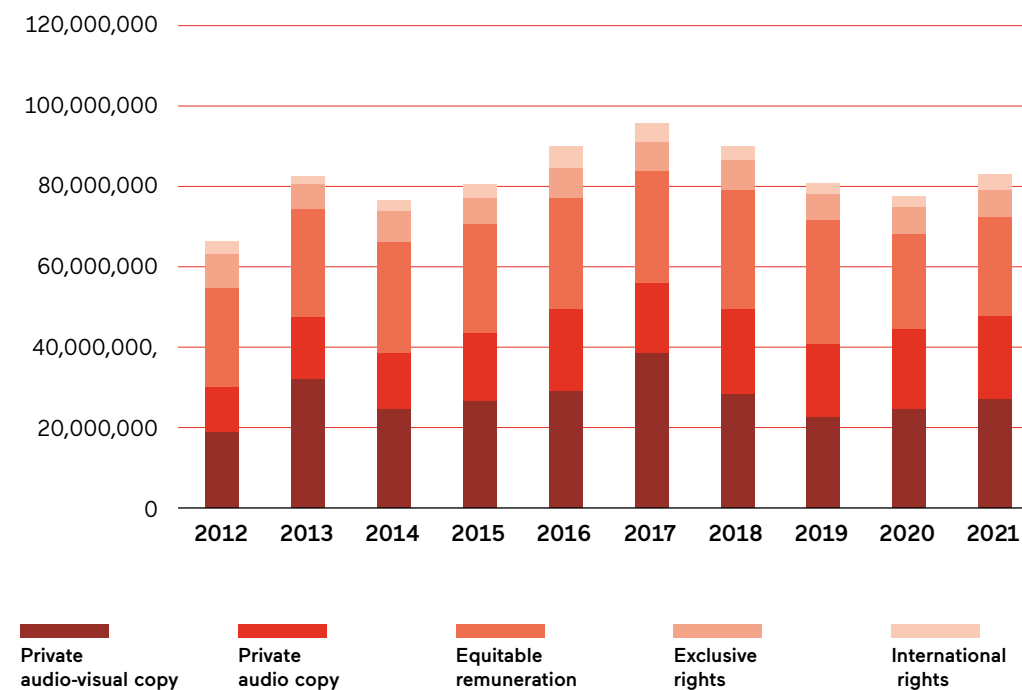
5%

International rights

Adami artists' primary sources of remuneration are rights managed under legal licences (remuneration for audio and audio-visual private copy collected by Copie France and equitable remuneration collected by SPRE), which account for **87%** of the rights collected.



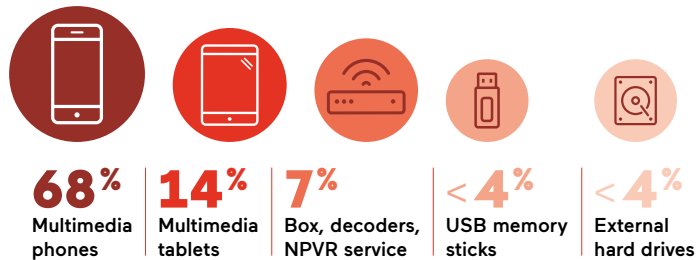
Rights collected by category (in euros)



Collection of rights

Remuneration for private copy

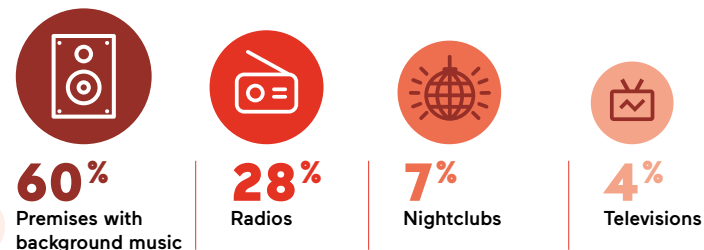
96% of resources are carried out for 5 types of media device:



Exceptional adjustments

Companies who are liable for rights for remuneration for private copy paid adjustments amounting to €3 million in 2021.

Equitable remuneration



Impact of the public health measures

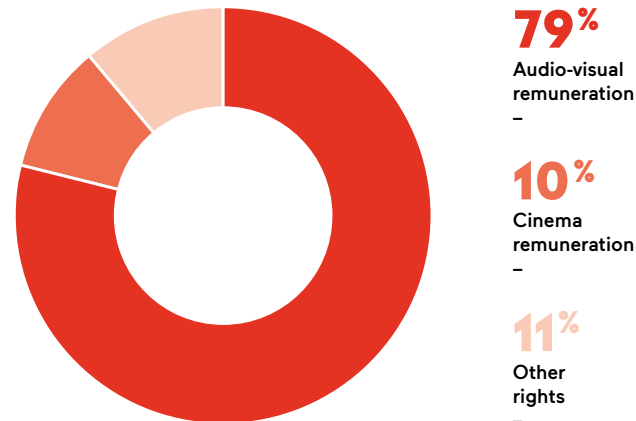
Equitable remuneration saw a slight improvement (+4.4%) in 2021 after suffering a 22% fall in 2020 as a result of the health crisis.

Equitable remuneration for webcasting

Since 2019, €395,000 has been collected for producers and performers receiving this equitable remuneration applied to internet-only radio stations. For the record, Adami has ensured that internet radio stations are included in the scope of equitable remuneration, which has considerably rebalanced the sharing of rights between artists and producers. Significant collections were made for the first time in 2021.

Exclusive rights

Performers receive additional remuneration in return for the transfer of rights for the use of their services to audio-visual or cinematographic producers.



Audio-visual remuneration

The TV collective bargaining agreement provides for additional remuneration for performers. Adami directly manages this remuneration commissioned by 95 French audio-visual production companies, including 9 new producers in 2021.

Cinema remuneration

Adami manages the additional remuneration received by artists contributing to amortised films. To date, 328 films have been amortised and generate remuneration for performers. These included 8 new films in 2021, among which: *Marry me*, *Dude*; *The Tuche Family*; *Rolling to You*; *A Perfect Plan*...

Other agreements

Adami collects and distributes additional remuneration for performers that falls outside the scope of artists' contracts and collective bargaining agreements.



International rights

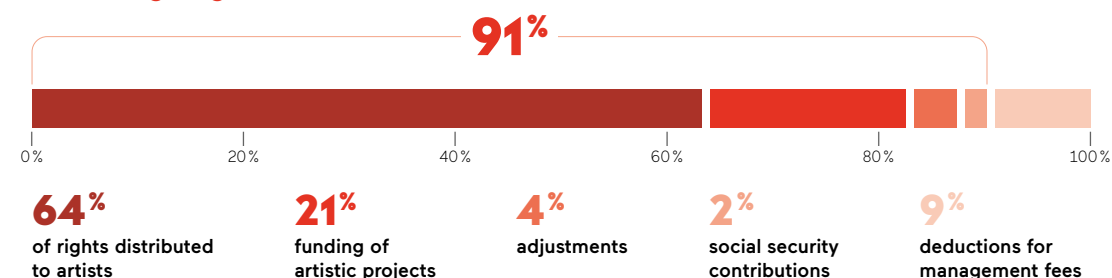
Adami manages 41 agreements signed with CMOs in 28 countries to collect the international rights of Adami's artists for a total amount of €4.10 million.

- | | |
|------------------------|------------------------------|
| - AARC (USA) | - ISTRIGHT (Italy) |
| - ABRAMUS (Brazil) | - LSG (Austria) |
| - ACTRA PRS (Canada) | - MROC (Canada) |
| - ACTORES (Colombia) | - NORMA (Netherlands) |
| - IEA (Spain) | - NUOVO IMAIE (Italy) |
| - AISGE (Spain) | - PLAYRIGHT (Belgium) |
| - ARTISTI (Canada) | - PI (Serbia) |
| - ARTISTI 7607 (Italy) | - PPL (UK) |
| - BECS (UK) | - RAAP (Ireland) |
| - CRPC (Japan) | - SAG (USA) |
| - CREDIDAM (Romania) | - SAMI (Sweden) |
| - DIONYSOS (Greece) | - SAMPRA (South Africa) |
| - EJI (Hungary) | - SENA (Netherlands) |
| - FILMEX (Denmark) | - SOUNDEXCHANGE (USA) |
| - FKMP (South Korea) | - STOART (Poland) |
| - GDA (Portugal) | - SAWP (Poland) |
| - GRAMEX (Finland) | - SWISSPERFORM (Switzerland) |
| - GRAMEX (Denmark) | - VDFA (Austria) |
| - GRAMO (Norway) | - VOIS (Russia) |
| - GVL (Germany) | |
| - HUZIP (Croatia) | |

Artists' remuneration



91 % of rights go to artists



70% are distributed directly and 21% through financial support for artistic projects.

Remuneration to artists in 2021

net rights distributed to artists (in euros)	2020	2021	change
Audio-visual private copy	14,815,114	15,886,642	7.23%
Audio private copy	12,877,828	13,429,975	4.29%
Equitable remuneration	17,705,587	14,154,290	-20.06%
Exclusive rights	6,405,473	4,364,520	-31.86%
International rights	6,594,426	4,023,626	-38.98%
Management fee credit	1,623,145	1,500,494	-8%
Credit on previous years' management fees	3,139,061	-	-
total	63,160,634	53,359,547	-15.52%

The decrease in distributed rights is mainly due to the payment in 2020 of additional exceptional remuneration of €7.6 million to artists to mitigate the effects of the health crisis. Excluding these exceptional measures, the like-for-like decrease would be **5.5%**. This increase in the distribution of remuneration for private copy does not offset the fall in that of other rights, and in particular equitable remuneration compared to 2019, which was still impacted by the health measures affecting musical broadcasts in public places.

Artists' remuneration

Artists and their recordings

A community of

106,732

artists

music
42,901
artists

audio-visual
6,277
artists

251,051

sound and audio-visual recordings

14,035

Adami's artists received royalties for the exploitation of their work recorded abroad

24,742

artists belonging to foreign CMOs received royalties from Adami for the distribution of their recordings in France

International databases

Adami is a member of SCAPR, a global CMO network whose goal is to facilitate the circulation of performers' rights. Two international databases jointly managed by Adami and its foreign SCAPR-member counterparts enable the identification of artists and their recordings/broadcasts across the entire world.

Adami's contribution in 2021:

Database of recordings and broadcasts: VRDB (Virtual recordings database)

- **372,000** audio and audio-visual recordings recorded or updated
- **220,000** broadcasts identified

Artist database: IPD (International Performers Database)

- **42,000** new Adami's artists entered or updated

Industry solidarity: Droit au Cœur

The *Droit au Cœur* solidarity fund allowed **553** artists to receive social assistance or assistance for loss of activity for total amount of €668,423.

Social assistance: For performers coping with personal misfortune leading to a sudden breakdown in financial resources or the occurrence of exceptional and unforeseeable expenses.

Assistance for loss of activity: For Adami's artists dealing with economic loss following the sudden cessation of their professional activity resulting from the public health crisis.



Artists' remuneration

Financial support for artistic projects

818 artistic projects benefited from Adami's support for the year 2021 (including 401 retroactively supported in January 2022)

A combination of two factors stood out this year: the reduction in budgets allocated to artistic projects due to funding uncertainties arising from the European Court of Justice ruling of 8 September 2020, and the ongoing consequences of the health crisis on artistic productions. Various measures resulting from reforms to financial assistance for artistic projects were implemented throughout 2021.

417 projects supported in 2021 for more than €5.6 million

1,074 artists received direct assistance

Six schemes offering direct assistance to artists

- Adami theatre project initiator
- Adami audio-visual project initiator
- Complete music project
- Recording project and its promotion under a distribution contract
- Recording project and its promotion under a licensing contract with a label
- Promotion of a recording

These projects, which are led by artists or artist-producers, are selected by the artistic project selection committees.

556 artists benefited from these grants.

13 "Adami theatre project initiator" shows supported at the Off d'Avignon Festival.

One-third of the projects presented and accepted are led by women.

Three assistance programmes* automatically allocated to organisations

that employ artists:

- assistance for shows
- assistance with making videos of theatre and dance performances
- assistance for musical opening acts

57 grants accepted totalling €351,380 between 15-31 December 2021.

*open 15 December 2021

Artist training

89 artists benefited from individual scholarships through **19** partnerships with **17** training organisations for a total of €358,454.

Career support

429 artists received specific support through:

- **5** Talents Adami initiatives: cinema, theatre, classical music, jazz, art and technology
- **2** flagship operations: Session Unik and symphonic hip hop
- **12** partnerships with audio-visual festivals
- **19** partnerships with festivals featuring live shows
- **4** other partnerships: Rappeuses en Liberté, Kourtrajmé, Bâtiment B and Metal Sessions



Assistance programmes

	number of projects	total amount granted (€)
creation	236	2,648,028
Complete music project (365)	14	450,500
Recording and promotion (2D)	30	263,200
Recording, promotion, image (3D)	63	782,450
Audio-visual initiator - Scholarship	29	87,000
Theatre initiator - Scholarship	65	207,000
Theatre initiator - Video making	10	27,860
Theatre initiator - Phase 2	15	240,090
General interest	2	10,200
Audio-visual	2	108,717
Live performance	5	387,090
Recording	1	83,921
distribution	151	2,241,428
Assistance with promotion	79	531,590
Theatre initiator - Phase 3	13	116,721
Festival	31	768,867
General interest	16	447,250
Trade union organisations	9	342,000
Promotion of a recording	2	10,000
Live performance	1	25,000
artistic and cultural education	5	200,000
General interest	5	200,000
training	25	487,223
Training partnership grants	19	358,454
General interest	4	91,756
Training	2	37,013
grand total	417	5,576,680

Governance

april 2022

The Board of Directors

Theatrical artists

Hélène Arié, Marianne Basler, Anne Bouvier, François Dunoyer, Pierre Forest, Dominique Frot, Sam Karmann, Anne Richard, Michèle Simonnet, Jean-Paul Tribout, Valérie Vogt

Variety performers, jazz and contemporary musicians

Leslie Bourdin, André Ceccarelli, Jil Caplan, Christine Delaroche, Dorothee Hannequin, Karim Kacel, Annabelle Mouloudji, Laurent de Wilde

Opera singers

Anne Baquet, Sonia Nigoghossian

Classical musicians and/or conductors

Annelise Clément, Marianne Piketty

Choreographer

Isabelle Gonzalez

The Executive Committee

Anne Bouvier,
Chair of the Board of Directors

Annelise Clément,
Deputy Chair of the Board of Directors

Dorothee Hannequin,
President of the Artists Relations Committee

Hélène Arié,
Chair of the Committee for Collection and Distribution

Karim Kacel,
Artistic and Cultural Director

Sam Karmann,
Chair of the International Affairs Committee

Laurent de Wilde,
Chair of the Finance and Budget Committee

The Supervisory Board

Souad Amidou, Véronique Baylaucq (President),
Catherine Chevallier-Probst, Anne Dos Santos, Olivia Lancelot,
Bernard Ménez

Professional Ethics Committee

Catherine Alméras, former Adami director, Pierre-François Racine
former President of the Higher Council for Literary and Artistic
Property (CSPLA), and Christian Phéline, former President
of Hadopi

5 Statutory committees

The Committees for Collection and Distribution, International
Affairs and Artist Relations are each made up of six
directors. The Finance and Budget Committee is made up
of seven directors. The *Droit au Cœur* Committee includes a
vice-president, two directors and one Adami's artist.

Artistic Projects Selection Committees

Theatrical project selection committee

Marianne Basler, Jean-Paul Bordes, Benjamin Boyer,
David Brécourt, Didier Brice, Raphaëlle Cambray,
Anne Le Guernec, Massimo Riggi, Sophie Tellier, Eric Verdin,
Salomé Villiers, Valérie Vogt

Variety performance, jazz and contemporary music project selection committee

Cédric Belise (aka Vicelow), Jessie Chaton, Edouard
Ferlet, Emilie Hanak, Dorothee Hannequin, Karim Kacel,
Jérôme Laperruque, Maud Nadal, Sandra Nkake, Anne Pacey,
Chloé Robineau (aka Robi), Stéphane Scharlé

Opera, choreography and classical music projects selection committee

Conductors: Guillaume Bourgogne, Johannes Pramsohler
Classical soloists: Annelise Clément, Hélène Desaint,
Maude Gratton, Nicolas Stavy
Opera singers: Anne Baquet, Anne Sophie Coic Bresset,
Jean-François Novelli
Choreographers: Anthony Couroyer, Jean Gaudin, Béatrice Warrand



Artistic and professional pathways selection committee

Theatrical artists: Xing Cheng, Pierre Forest, Michel Melki,
Juliette Steimer
Variety performers, jazz and contemporary musicians:
Gaël Cadoux, Jil Caplan, Frédéric Phelut
Opera singers and/or classical musicians and/or conductors:
Théophile Alexandre, Olivier Fortin, Sonia Nigoghossian
Choreographers: Jean-Philippe Costes Muscat, Pedro Pauwels

The Management Committee


Managing Director: Bruno Boutleux
Secretary General: Paule Poujol-Robert
Director for Legal and International Affairs:
Anne-Charlotte Jeancard
Director for Collection, Distribution and Studies: Claire Czerniak
Information Systems Director: Dominique Chambéry
Director of Support and Assistance for Artists and Projects:
Mathilde Carmet
Director of Strategy and External Relations: Benjamin Sauzay
Human Resources Manager: Hélène de Marignan



Director of publication: **Bruno Boutleux**

Coordinator: **Carine Deschênes**

Iconography: **Émilie Vetter**

Graphic design and production:  **agence Drôles d'oiseaux**

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