

A central photograph of a woman with long, dark dreadlocks. She is wearing a dark, short-sleeved button-down shirt over a black t-shirt with a white graphic. She is holding a dark glass bottle to her lips with her right hand and gesturing with her left hand. The background is a warm, orange-red gradient with blurred figures of people in a social setting.

2020
Annual
Report



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Highlights of the year —

The health crisis: exceptional measures

From the very start of the health crisis, Adami rallied to action, to support and protect performing artists broadsided by the events. The distribution schedule was honoured and financial support for cancelled or postponed artistic projects was delivered, provided the performers were paid their planned remunerations for the rights collectively managed by Adami. In addition, from May 2020, Adami paid additional exceptional remuneration to performers. Adami contributed to the emergency fund managed by the French National Music Centre, and the emergency fund for performing arts, managed by the Association for Support to the Private Theatre.

Its social assistance fund, *Droit au cœur*, has been stepped up to support the artists in the most difficult social and economic situations.

Artists mobilised for their remuneration on the Internet

The public health crisis also disrupted the transposition into French law of the Copyright Directive adopted in 2019 by the European Parliament and, in particular, the measure much-awaited by performers, providing proportional remuneration for the dissemination of their work on the Internet.

For timing reasons, it was decided that this proportional remuneration would be adopted by ordinance, i.e. without debate and therefore without any opportunity to improve the text. This decision triggered a large-scale campaign to mobilise artists: an editorial was published in the press; an inventory of artists' remuneration was posted on the Internet entitled "Of Love and Fresh Water"; and a petition was launched, attracting more than 15,000 signatures. In a last attempt, on 23 November 2020, Adami served the State formal notice to act for fair remuneration of artists.

A new policy on support and assistance to artists

Adami has completed the far-reaching reform of its financial support mechanism for artistic projects by substantially redirecting its actions towards artists, their needs and their projects. This new focus takes shape around two categories of aid: direct support to artists, in particular associate members, who champion their own artistic projects; and support for the structures that use them, allocated automatically. It will be completed by an advice and service offering, as well as support and promotion operations.

The ruling of the Court of Justice of the European Union

In September 2020, the Court of Justice of the European Union specified that the European Directive on the right to equitable remuneration applies to all broadcasts, even phonograms fixed in a third country that does not recognise this right. The sums collected by Adami for these phonograms, however, are allocated by law to resources for financing artistic projects. In anticipation of the impact of this decision were the law to change, the Board of Directors was forced to suspend support for artistic projects until 31 December 2020.



Anne Bouvier becomes Chair of the Board of Directors

Actress Anne Bouvier was elected Chair of the Board of Directors in September 2020. She is the first woman to hold this position at Adami.

The Board of Directors wholeheartedly thanked Jean-Jacques Milteau for the seven years he dedicated to this position, in particular working to secure recognition for the value of performers in the creative chain, overseeing the reform of corporate governance and bringing together collective management societies.

Key figures —



Collection of rights

€ 78.7

million collected

Performer remuneration

€ 63.2

million distributed
to **85,460** artists

€ 13.5

million allocated
to **993** artistic projects supported
& **10** artistic events produced by Adami

An organisation serving performers —



38,682

members as at 31 December 2020

including **2,275** artists who chose to join Adami in 2020 to benefit from its dedicated services

Privileged digital relations

7,704

artist accounts created on-line in 2020

55,252 accounts open as at 31 December 2020

31,499

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

9,716

“discussion threads” started via the on-line messaging service in their personal space

91%* of the artists who initiated a process or contacted our services from their personal on-line space are satisfied.

*Surveys run in October, November and December 2020

Collection of rights

Adami collected **nearly 79 million euros** in 2020.

Rights collected in euros	2020	2019	Change
• Audio-visual private copy	24,864,666	22,673,135	9.67%
• Audio private copy	19,553,435	18,179,702	7.56%
• Equitable remuneration	23,847,420	30,746,551	-22.44%
• Exclusive rights	6,617,630	6,592,230	0.39%
• International rights	3,827,525	2,459,647	55.61%
Total	78,710,676	80,651,265	-2.41%



Adami's primary sources of remuneration for performers with rights are legal licences (remuneration for audio and audio-visual private copy and equitable remuneration), which account for **87%** of the rights collected.



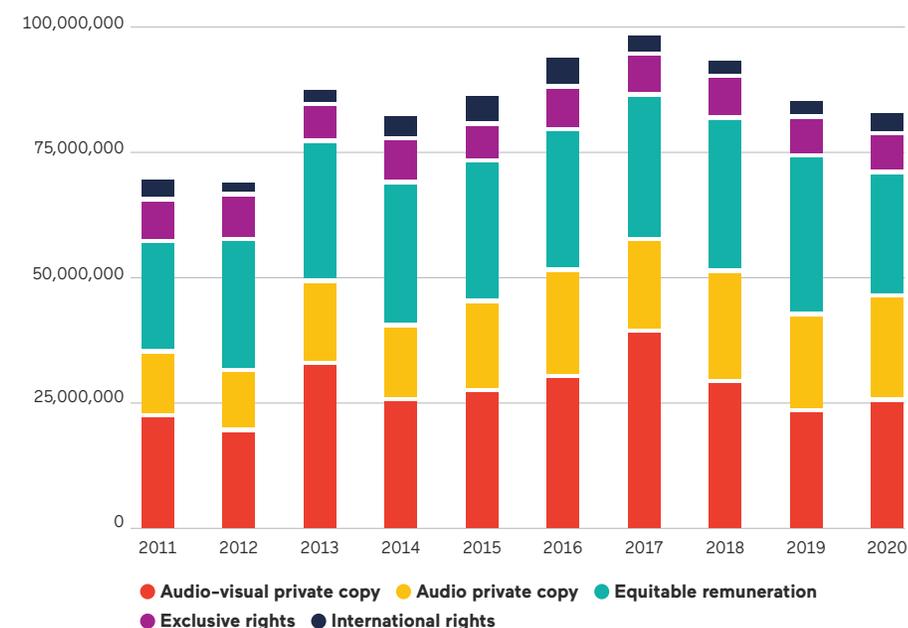
32%
Audio-visual private copy

25%
Audio private copy

30%
Equitable remuneration

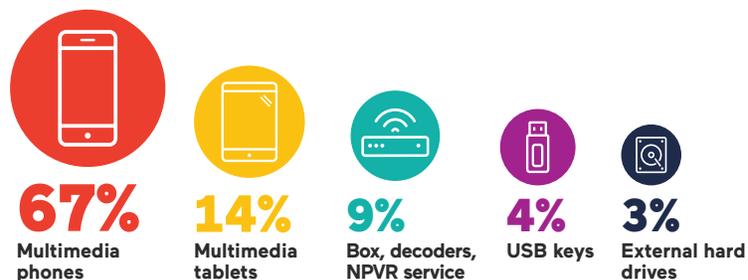
8%
Exclusive rights

5%
International rights



Remuneration for private copy

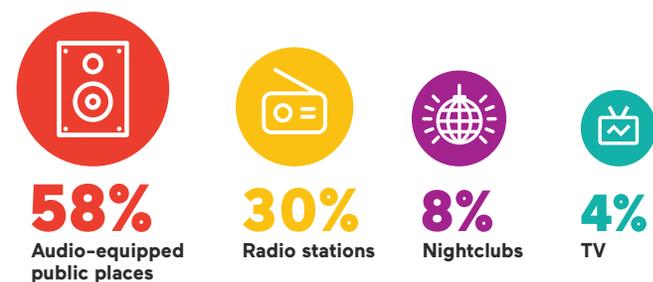
97% of collection is carried out on 5 media:



— Exceptional adjustments

As in previous years, companies who are liable for remuneration for private copy paid adjustments amounting to **€3.51 million**.

Equitable remuneration



— The impact of the public health measures

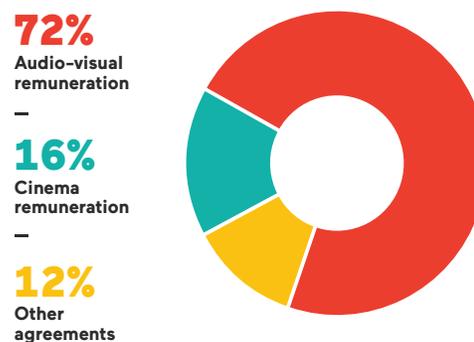
Equitable remuneration fell overall by more than 22% due to the closure of public places, shops, and in particular restaurants, bars and nightclubs.

— Equitable remuneration on webcasting

The applicable tariffs having been adopted in September 2019, the first collection of equitable remuneration on webcasting (radio stations broadcasting exclusively on the internet) was received at the end of 2020.

Exclusive rights

In return for the transfer of their rights to audio-visual or cinematographic producers, performers receive remuneration resulting from collective agreements for the use of their services.



— Audio-visual remuneration

The TV collective bargaining agreement provides for additional remuneration for performers. **86 French audio-visual production companies** commissioned Adami to manage remuneration, including **2 new producers** in 2020: Authentic prod and Orange studio.

— Cinema remuneration

Adami manages the additional remuneration received by performers who have participated in amortised films. To date, **337 films have been amortised**, including in 2020, **9 new films**: *Le sens de la fête*, *Anthony Zimmer*, *Le code a changé*, *Les beaux gosses*.

— Other agreements

Adami receives and distributes to performers additional remuneration provided for neither by the artists' contracts nor the collective bargaining agreements.

International rights

International rights are collected through **41 representation agreements signed** with collective management organisations in **28 countries**, either directly by Adami and amounting to **€411,773** or through the "Société des Artistes-Interprètes", in the amount of **€3,415,752**.

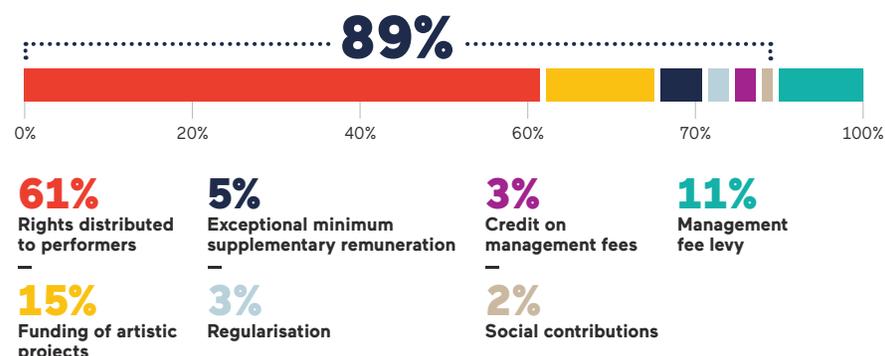
- | | |
|-------------------------|------------------------------|
| — AARC (USA) | — SOUNDEXCHANGE (USA) |
| — FKMP (South Korea) | — ARTISTI 7607 (Italy) |
| — PPL (UK) | — ISTRIGHT (Italy) |
| — ABRAMUS (Brazil) | — STOART (Poland) |
| — GDA (Portugal) | — BECS (UK) |
| — RAAP (Ireland) | — LSG (Austria)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



Performer remuneration



89% of the rights go to performers: 74% are distributed directly and 15% through financial support for artistic projects.



Remuneration distributed to performers

Rights distributed to artists (in €)	2020	2019	Change
• Audio-visual private copy	14,815,114	15,086,814	-1.80%
• Audio private copy	12,877,828	12,471,654	3.26%
• Equitable remuneration	17,705,587	18,187,336	-2.65%
• Exclusive rights	6,405,473	3,933,540	62.84%
• International rights	6,594,426	2,039,589	223.32%
• Credit on management fees (to be established for 2020)	1,623,145	894,559	81.45%
• Credit on previous years' management fees	3,139,061	-	-
Total	63,160,634	52,613,492	20.05%

Rights distributed to artists rose by **more than 20%**. This increase is particularly remarkable with respect to the exclusive rights (63%) and international rights, which more than tripled in 1 year thanks to the release of rights in certain countries.

Exceptional measures

To counter the effects of the worldwide health crisis, Adami paid artists €8.5 million in additional exceptional remuneration:

Exceptional minimum supplementary remuneration

In accordance with the principles of solidarity provided for in its articles of association, Adami mobilised €4.5 million through an exceptional additional allocation intended to support artists.

Management fee credit

To finance the management of its rights, Adami deducts a provision from the distributions, voted at the annual general assembly. If, at the end of the year, the amounts deducted exceed the cost of rights management, Adami can allocate part of it to future investments or cover any unforeseen situations that might impact artists. The balance is paid back to performers.

At the Annual General Assembly of 29 June 2020, the members adopted the Board of Directors' proposal to **pay artists more than €3 million** from management surpluses in 2016 and 2018, supplemented by a credit note on management fees for 2019 of **€894,559**.

Performers and their recordings

A community of

85,460

artists

35,336 artists for music

76,214 artists for audio-visual

220,930

enhanced sound
and audio-visual recordings

International databases

Adami is a member of SCAPR, a vast global network of collective management organisations the objective of which is to facilitate the circulation of the rights of performers that are collectively managed, all around the world.

Two international databases jointly managed by Adami and its foreign counterparts within SCAPR enable identification of artists and their recordings/broadcasts across the entire world.

Adami's contribution in 2020:

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

422,000 audio and audio-visual recordings recorded or updated

160,000 broadcasts identified

— Performers database: IPD (International Performers Database)

38,000 new members entered or updated

18,634

associate members received remunerations for the use of their recordings abroad.

15,663

artists members of foreign collective management organisations received remunerations from Adami for the use of their recordings in France.

The social mutual aid "Droit au cœur"

An additional €1,150,000 were paid to the solidarity fund *Droit au cœur* to support performers.

Social aid

For the benefit of performers having to cope with a life-disrupting event entailing a sudden break in financial resources or the occurrence of exceptional and unforeseeable expenses.

Aid for loss of activity

For the benefit of associate members dealing with economic loss, following a sudden cessation of their professional activity resulting from the public health crisis.

1,032 artists received assistance amounting €1,476,131.



Financial support for artistic projects

Our financial support for artistic projects was disrupted by two events: the sudden halt of the cultural sector as a result of the worldwide health crisis and the decision of the Court of Justice of the European Union in September 2020. These events led to a 29% decrease in aid requests. The performing arts were particularly affected, with 33% less projects (shows, support acts and festivals).

Exceptional measures

The Adami Board of Directors has thus taken solidarity measures for the cultural sector:

Maintaining voted aid

The aid voted has been maintained for cancelled and/or postponed show projects, provided that the performers' remuneration is maintained.

Music and Variety Show Relief Fund "CNM"

Adami contributed €500,000 to the rescue fund managed by the French National Music Centre to make up for the net loss in remuneration suffered by performers.

Emergency fund for private-sector performing arts (FUSV)

An emergency fund for private-sector performing arts (FUSV) was established on a temporary basis. Adami has contributed €200,000 to this fund, which is intended to provide exceptional and urgent aid to performing arts companies. By the end of September, 658 companies had received assistance.

Artistic Aid programmes

	Number of projects	Total amount granted
Creation	524	€ 5,320,550
• Complete music project (365)	19	€ 641,900
• Recording, promotion, image (3D)	13	€ 242,100
• Adami project initiator	12	€ 217,300
• Audio-visual	47	€ 478,300
• Aid for recording	221	€ 1,247,050
• General interest	3	€ 232,000
• Opener	1	€ 9,500
• Live performance	208	€ 2,252,400
Distribution	378	€ 5,396,744
• Adami project initiator	4	€ 34,800
• Audio-visual	86	€ 615,750
• Festival	94	€ 819,660
• General interest	36	€ 2,499,291
• Trade union organisations	10	€ 339,999
• Opener	16	€ 84,800
• Promotion for a recording	41	€ 299,744
• Live performance	91	€ 702,700
Artistic and cultural education	50	€ 651,750
• Aid for recording	2	€ 13,000
• Festival	5	€ 46,000
• Live performance	6	€ 233,000
• Spectacle vivant	37	€ 359,750
Training	41	€ 783,000
Grand total	993	€ 12,152,044

Direct aid to performers

16 projects championed by actors were supported under the "Adami Theatre Project Initiator" programme. A creation grant designed to enable them to cover the initial expenses of their own performance project.

19 artists-producers, producing their own recordings, received support to implement their "Global Musical Project".

13 performers benefited from the new programme initiated in autumn 2020 to finance the initial sound recording of their album and its promotion and image.

Training for performers

82 grants paid to artists through 8 partnerships with training organisations for a total of €155,879.

Adami productions

Developed to help promote young talent and promote the profession of artist and performer, 6 projects were successfully reworked to be in compliance with the public health restrictions, enabling more than 350 artists to share major professional and artistic experiences.



Governance

as 27 june 2021

The Board of Directors

— Actors

Hélène Arié, Marianne Basler, Anne Bouvier, François Dunoyer, Dominique Frot, Sam Karmann, Bernard Ménez, Michèle Simonnet, Olivier Sitruk, Jean-Paul Tribout, Valérie Vogt

— Variety, jazz and contemporary music performers

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

— Opera singers

Anne Baquet, Sonia Nigoghossian

— Classical musicians and/or conductors

Annelise Clément, Marianne Piketty

— Choreographer

Isabelle Gonzalez

The Executive Board

Anne Bouvier,

Chair of the Board of Directors

Annelise Clément,

Deputy Chair of the Board of Directors

Dorothee Hannequin,

Chair of the Artists Relations Commission

Hélène Arié,

Chair of the Commission for Collection and Distribution

Karim Kacel,

Artistic and Cultural Board of Directors member

Sam Karmann,

Chair of the International Affairs Commission

Laurent de Wilde,

Chair of the Finance and Budget Commission

The Supervisory Board

Véronique Baylaucq (Chair), Taïdir Brunet-Ouazine, Catherine Chevallier-Probst, Anne Dos Santos, Jacqueline Guénin, Alain Prévost

Statutory Commissions

4 technical commissions

each composed of 6 directors (7 on the Finance and Budget Commission): Performers relations, Finance and Budget, Collection and Distribution, International Affairs.

4 Artistic Commissions

— Drama Projects Commission

Jean Barney, Marianne Basler, Jean-Paul Bordes, David Brécourt, Didier Brice, Raphaëlle Cambray, Dominique Frot, Christophe Labas-Lafite, Anne Le Guernec, Massimo Riggi (Chair), Sophie Tellier, Valérie Vogt

— Contemporary Music and Jazz Projects Commission

Blick Bassy, Cédric Belise aka Vicelow, Jessie Chaton, Halo Maud, Emilie Hanak, Dorothee Hannequin (President), Karim Kacel, Sandra Nkaké, Anne Pacéo, Chloé Robineau aka Robi, Stéphane Scharlé, Alexandre Tassel

— Classical Music and Choreography Projects Commission

Conductors: Jérôme Corréas, Guillaume Bourgogne
Solo classical musicians: Annelise Clément, Hélène Desaint, Isabelle Moretti, Nicolas Stavy
Lyrical singers: Anne Baquet, Anne Sophie Duprels, Jean-François Novelli (Chair)
Choreographers: Anthony Couroyer, Jean Gaudin, Béatrice Warrand

— Artist Training Commission

Drama performers: Hélène Arié, Souad Amidou, Pierre Forest, Michel Melki

Variety, jazz and contemporary music performers: Gaël Cadoux, Valentine Guillen, Annabelle Mouloudji

Opera singers and/or classical musicians

and/or conductors: Sonia Nigoghossian, Olivier Fortin, Théophile Alexandre (Chair)

Choreographers: Jean-Philippe Costes Muscat, Pedro Pauwels

The Management Committee

Bruno Boutleux,

Chief executive officer

Paule Poujol-Robert,

General secretary and CFO

Anne-Charlotte Jeancard,

Head of Legal and International Affairs

Claire Czerniak,

Head of Collection, Distribution and Studies

Xavier Moquin,

Chief of Information Systems Officer

Mathilde Carmet,

Head of Support and Assistance for artists and projects

Benjamin Sauzay,

Chief officer for Strategy and External Relations

Hélène de Marignan,

Human Resources Manager

Odile Renaud,

Special Advisor in Artistic Action





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Iconography – Émilie Vetter.

Graphic design and production:  agence Drôles d'oiseaux

The Adami thanks all performers, companies and photographers for their participation in illustrating this document.

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Maud Cosset-Chéneau, Malo Martin, Polina Panassenko, Tom Verschueren, Margot Viala,
Valentine Vittoz, Talents Adami Théâtre 2020 © Adami

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© Thomas Bartel

Anne Bouvier © Pascal Ito

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**The 2020 Activity Report is a publication of the Adami,
a Collective management organisation for the rights of performers.**

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Adami

empowering artists

