

## PRESS RELEASE

Buma/Stemra and Creative Commons Netherlands launch a pilot

### **More opportunities for music authors to promote their own music**

Amsterdam, 23 August 2007 - **Buma/Stemra and Creative Commons Netherlands are launching a pilot that will give members of Buma/Stemra the opportunity to publish their music works under a non-commercial Creative Commons licence. Composers and lyricists, who to date have only been able to publish their work under a Creative Commons license, may now opt to join Buma/Stemra and have this organisation collect their royalties for commercial use of their work. With this pilot Buma/Stemra and Creative Commons Netherlands seek to provide Dutch musicians with more opportunities to promote their own repertoire.**

The Netherlands is the first country to bring about this kind of collaboration between a music copyright organisation and Creative Commons. Lawrence Lessig, the founder and chairman of Creative Commons International, says "This unique and innovative collaboration between Buma/Stemra and Creative Commons is the first step towards more freedom of choice in the field of exploiting music works in the digital world."

Ronald Plasterk, the Dutch Minister of Education, Culture and Science applauds the initiative: "The pilot is in line with the growing need of creative people to distribute their own works through digital networks. Music authors are now entirely free to place their works before a national as well as international public. At the same time they still have the benefits of collective management. The collaboration between Buma/Stemra and Creative Commons is unique and without equal in the field. The collective rights organisation Buma/Stemra shows that it is open to innovation. With this collaboration the Netherlands confirm its leading position as a country for creative entrepreneurs to settle."

#### **More individual solutions**

Creative Commons Netherlands and Buma/Stemra are pleased about the pilot, which gives authors of works more freedom to choose between the commercial and non-commercial exploitation of their works. The emergence of internet requires more flexibility in managing copyrights. This is why Buma/Stemra launched the Flexco project in 2005\* to examine the opportunities to provide their members with more individual solutions based on new technological developments, without harming the collective. Cees Vervoord, Buma/Stemra's Chairman, says, "This initiative reflects our intention to provide the best possible service to our members. We hope that this pilot makes it easier for music authors to promote their works."

#### **End of all-or-nothing scenario**

Until now authors have been unable to make available part of their repertoire for non-commercial use on the internet and at the same time have Buma/Stemra collect their royalties for commercial use of those works. Paul Keller, Public Project Lead of Creative Commons Netherlands, says,

“We are pleased that this pilot brings to an end the all-or-nothing scenario. This way the Creative Commons Licenses can complement the existing collective management system.”

The pilot was launched on 23 August 2007 and will continue for a period of one year, after which it will be evaluated. The pilot is open to all Dutch composers and lyricists. For more information on it, please visit [www.bumastemra.nl](http://www.bumastemra.nl) and [www.creativecommons.nl](http://www.creativecommons.nl).

### **About Creative Commons Netherlands**

Creative Commons Netherlands (CC-NL) is a joint venture between KnowledgeLand, Waag Society and the Institute for Information Law (IViR) in cooperation with Creative Commons International, a not-for-profit organization, founded in 2001, that promotes the creative re-use of intellectual and artistic works. The Creative Commons licenses are an alternative licensing system whereby authors of copyright protected works choose to share their works with third parties without prior permission and under certain conditions. By using a Creative Commons Licence authors are able to distribute their work in an easy and transparent manner to a broad public, thus maximizing publicity. By having works managed by a collective rights organisation made available under a Creative Commons licence as well, the authors can draw on the potential of internet to focus attention on their entire repertoire.

### **About Buma/Stemra**

Buma/Stemra represents the interests of domestic and foreign music authors and publishers in the Netherlands. Buma/Stemra's core task is to exploit music copyrights (i.e. collect and distribute royalties) and manage them for its affiliated composers, lyricists and music publishers. Buma/Stemra performs its duties in a professional and efficient manner by representing their members' interests and providing services of the highest quality and at the lowest possible cost. Buma/Stemra protects music copyrights and supports the cultural (national) music product.

This makes it an organisation that does more than just exploiting music copyrights.

\*In 2005 Buma/Stemra launched the project Flexco with the aim to research the possibilities to offer right holders more tailor-made solutions by using new technologies, without losing the benefits of collective exploitation, such as an arrangement to show your own music on your own website.”

### **For further information see:**

[www.creativecommons.nl/bumapilot/](http://www.creativecommons.nl/bumapilot/)

[www.bumastemra.nl/nl-NL/MuziekrechtenVastleggen/Flexibel+Collectief+Beheer/Pilot+met+CC.htm](http://www.bumastemra.nl/nl-NL/MuziekrechtenVastleggen/Flexibel+Collectief+Beheer/Pilot+met+CC.htm)