*Foreword*

**MARCELO CASTELLO BRANCO**

Chair of the CISAC Board

# BEYOND THE NUMBERS, INTELLECTUAL PROPERTY HAS NEVER BEEN MORE IMPORTANT TO US

This 2024 CISAC Global Collections Report shows a successful performance by the CISAC global network, and we should take a moment to celebrate our achievements. However, it is essential that we elevate our ambitions further. We have to firmly reject the notion that creation—whether in music, audiovisual, visual arts, literature, or drama—is merely a commodity or a tool in the attention economy.

Our market environment is full of uncertainties, and while we take pride in present growth, our priority now needs to be long-term sustainable growth to ensure the livelihoods of the creators we represent. This raises critical questions which, with CISAC's help, our societies need to address.

How can we ensure the long-term growth of creative content? How can we adapt without compromising the values we proudly uphold for the more than 5 million creators worldwide? How can we drive global growth while simultaneously fostering local cultures and cultural exchange?

How can CMOs navigate the complexities of decision-making that impact the livelihoods and sustainability of creators? With the increasing mergers and acquisitions affecting our sector, and multinational private funds with apparently limitless financial resources, how can we mentor our members with knowledge, facts, and insights, ensuring they are aware of both risks and opportunities?

One critical need for our community has to be the improvement of transparency in our markets. For example, it is clear that the pricing models of digital platforms are hard to follow and difficult to explain. The many discussions about their algorithms remain unresolved. As these platforms mature, we should demand more transparency and accountability, rather than simply waiting for scalability to solve the challenges of fair remuneration.

We also need to relentlessly look ahead to the future. As societies that handle diverse repertoires, we must not underestimate the significance of alternative sources of collection, which are currently overshadowed by digital growth. History has proven that over-reliance on a single income stream can be risky. Fostering diversification and enhancing all collection avenues—evidenced by the remarkable 22% growth in live and public

*Foreword*

## MARCELO CASTELLO BRANCO

Chair of the CISAC Board

performances—is crucial for ensuring that we fully explore and cover the usage of our creators' repertoires.

Another key highlight of this report is the growth of Latin America, showcasing a remarkable growth of 114.6% over the past two years. What more can we do to make sure Asia-Pacific keeps its growth momentum, and the African region grows collections in a way that matches the richness of its culture and potential?

The revolution that AI is frenetically proposing, will demand actions and reactions that will define our future creative ecosystem in ways we cannot predict.

As we reach the end of the first quarter of this century, there will be more questions than answers. Nevertheless, what is indisputable is that intellectual property has never been more at the centre of our existence.

I urge everyone to look beyond the numbers and work collectively to better serve our members and support the flow of their creative work.

> ***ENHANCING ALL COLLECTION AVENUES IS CRUCIAL FOR ENSURING THAT WE FULLY EXPLORE AND COVER THE USAGE OF OUR CREATORS' REPERTOIRES.***