

# AUDIENCE

For the Primary Live Music Industry

Market Focus • 31

## Market oversight

Director of promoters, managers and agents organisation BDV (Bundesverband der Veranstaltungswirtschaft) Dr Johannes Ulbricht says the biggest success the market has experienced



is the new live music tariff agreement with performance royalty collection body GEMA (see story page 4).

"Now, that the GEMA dispute is resolved, weather and terrorism and general security are the biggest issues," says Ulbricht. "Although secondary ticketing is also an important issue."

Earlier this year the association introduced a ground-breaking copyright law through its own newly formed collection society Gesellschaft zur Wahrnehmung von Veranstalterrechten (GWVR) - see *Audience* issue 204 - to establish tariffs and distribute royalties to promoters from live sound and audiovisual recordings, following a 10-year campaign.

On what is missing from the scene Ulbricht, who also runs a law firm - Michow & Ulbricht, representing artistes and promoters - with BDV founder Prof Jens Michow, is keen to see more talent coming through.

"We want more newcomer artistes, new formats and new promoters." ■