The Call to Action

Featuring: Miranda Mulholland and artist advocates everywhere

Rise up against the value gap!
THE PROBLEM:

THINGS ARE TERRIBLE FOR CREATORS.
REMUNERATION IS AT AN ALL-TIME LOW.
SOME ARE QUITTING MUSIC.

EVERYONE IS THINKING: MAYBE I'M NOT GOOD ENOUGH.

MUSIC IS AVAILABLE EVERYWHERE, AND WE HAVE ADAPTED TO THE NEW DIGITAL PROMOTIONS WORLD OF SOCIAL MEDIA BUT WE DON'T HAVE TIME TO DO ACTUAL CREATING ...

PEOPLE LOVE OUR MUSIC, AND WE JUST GOT A GREAT REVIEW, BUT IT JUST IS NOT PAYING OUR BILLS.

THE RESEARCH:

MOVE FAST AND BREAK THINGS

REALIZATION:

THE FRAMEWORK IS BROKEN!

THE VALUE GAP IS THE DISPARITY BETWEEN THE VALUE OF CREATIVE CONTENT BEING CONSUMED AND THE REVENUES RETURNED TO THE CREATORS.

THIS IS AFFECTING EVERYONE ACROSS THE CREATIVE COMMUNITY.

AMPLIFICATION:

RECOGNIZING THE VALUE GAP AS THE SOURCE OF THE PROBLEM,

MIRANDA BEGINS TALKING TO FELLOW CREATORS FROM AROUND THE WORLD,

SPEAKING AT MIDEM, THE WTO, AND THE ECONOMIC CLUB OF CANADA
UNIFICATION:

We need to unite as a community to speak truth to power.

Who are these laws really protecting?

SPEAK UP

Support copyright reform.

Rise like lions after slumber.

Call to Action:

As creators come together to speak out against the value gap, their message grows stronger.

It's time to stop subsidizing billionaires who are commercializing the work of others without fair compensation.

Stop subsidizing billionaires.

Move fast, fix things.

We want a functioning marketplace.

You have the power to enact change!

What will you do?
CLOSING THE VALUE GAP

Policymakers have the opportunity to protect the future of creativity by addressing the value gap.

Closing the value gap requires addressing its root cause: overly broad safe harbour provisions.

Broad safe harbours have vastly lowered royalty payments to copyright holders, leading to the massive subsidization of multi-billion dollar tech companies by artists and creative industries.

The value gap is an unintended consequence of the outdated language of these safe harbour provisions. It is also a direct result of Big Tech's modus operandi - to move fast and break things. Creators now need the government to move fast and fix things.

Broad safe harbours must be clarified and narrowed. Safe harbours should not be available to user-upload services when they act like commercial online music services. Those platforms should be required to obtain authorizations from creators before streaming music to users. And they should be required to remove infringing content from their services, and keep it down.

www.mirandamulholland.ca/advocacy
@miramulholland

Conceived & written by Miranda Mulholland and Graham Henderson
Art by Rodrigo Bravo