



GWVR takes on illegal streams with new format

The new collection society, which gives promoters a cut of live recordings, hopes to combat illegal concert audio/video, starting with a focus on iTunes and Apple Music

By Jon Chapple on 21 Mar 2017



BDV/GWVR's Dr Johannes Ulbricht

GWVR, the [recently launched German collection society](#) which enables member promoters to earn royalties from live recordings, has announced the launch of a tool to facilitate the easy upload of audio recordings to Apple Music and iTunes.

Also planned is a proprietary format for concert recordings that incorporate both audio and video – “concerts, festivals, club performances, comedy, circuses and shows, theatre and musicals: everything live,” says GWVR (*Gesellschaft zur Wahrnehmung von Veranstalterrechten*, Society for the Exercise of Promoters’ Rights).

“[Exploiting] the live format on Apple Music and iTunes is one important step towards our strategic goal of breathing life into [...] neighbouring rights for promoters according to section 81 of the German Copyright Act,” explains Jens Michow, president of BDV, the promoters’ association behind GWVR.

GWVR general director Johannes Ulbricht adds: “We will create an alternative to the flood of illegal mobile videos on well-known streaming platforms. Our alternative is legal, fair and of high quality.

“The aforementioned flood is negative for artists, promoters and the audience. It is positive only for those generating advertising revenue.

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“We see labels as partners for the production of live content which is legal and of good quality. Together we will claim the legal right of remuneration for the creative industries from video platform owners. But we also need a legal alternative. Here Apple is – once again – a pioneer.”

Stefan Schulz of ConvertMedia, a video-monetisation specialist whose clients include AEG, AXS and Warner Bros, suggests other streaming services will follow in future: “At a later stage we aim to realise more attractive content and formats to create new revenue streams for the live industry.”

GWVR launched officially earlier this year after more than a decade in development. It allows the organisers of concerts and live events in Germany – international promoters included – to earn royalties from the use of audiovisual content, such as live albums and concert films, captured at their shows.

After Spotify, Apple Music is the second most popular on-demand music streaming service, topping [20 million paying subscribers](#) in December.

<https://www.iq-mag.net/2017/03/gwvr-targets-illegal-streams-new-format/#.WNJi-Wcxlp9>