# OFFICE CHEAT SHEET



## Live: who does what

- **Booking agency:** places artists with promoters, builds careers (miz) · **promoter:** plans the concerts · **venue:** the place – its operator is jointly liable towards GEMA.
- **Guarantee** = agreed fee, risk with venue/promoter · **door deal** = percentage of ticket sales · **guarantee versus deal** = fee plus a percentage once a set amount is reached (Music Victoria). Put it in writing.

## GEMA for live events

Whoever is responsible "organisationally and economically" pays – usually the promoter, not the band. Register **before** the event (the earlier, the better); unregistered ⟶ back payment plus extra costs. GEMA-free evenings must be registered too (then free of charge). Hand in the setlist straight after the show – only with it can GEMA pay the writers of the songs played.

**Tariff U-K for light-music concerts, version 21 (from 1 May 2026) – tariffs change, the current one decides**

| | |
|---|---|
| Basis | net ticket revenue (without VAT, presale and system fees) |
| Rate | 5.75 % up to 2,000 visitors · 7.60 % up to 15,000 · 8.00 % above |
| Minimum | €30.40 up to 150 visitors, €60.80 up to 300, +€30.40 per further 150; plus VAT |
| Missing data | highest ticket price × maximum attendance |
| Setlist late | +10 % of the tariff fee |

Deadlines differ: GEMA's web pages say six weeks after the show, the tariff text 21 working days (counted from the first day before the event) – always shorter. VUT members: 20 % off GEMA event licences.

## Associations & networks

- **VUT** (Germany): contract templates (German/English), guides, legal advice from a media and copyright lawyer, basic tax advice, 50 % off ISRC registration, Merlin admin fee 1.5 % instead of 3 %; annual fee in five tiers, lowest €250 (net revenue under €30,000).
- **IMPALA** (Europe) · **WIN** (worldwide) · **miz** (Deutscher Musikrat: database of more than 11,000 institutions, funding pages) · regional e.g. **VPBy** (Bavaria). Reeperbahn Festival (with industry conference): next one 15–18 September 2027.

## Funding - Initiative Musik

- **Artist funding:** emerging artists with main residence in Germany, alone or with a company under a valid contract (EEA seat, at least three years in the market; not a label the artist owns). Composition, recordings, releases, promo, tours.
- Gap funding, degressive: max. 60 % at €10,000 total costs, max. 40 % from €75,000; max. €30,000 per project and year; total costs at least €10,000, requests under €6,000 generally not considered; own work up to 15 % (day rate max. €150). No early project start; German; jury of twelve; no reasons given.
- **Export (companies):** showcases, PR abroad; max. 60 % (at €1,000) down to max. 40 % (from €50,000), max. €20,000 per project, €35,000 per company and year. **Live & showcase:** per person €500 first show in Europe, €100 each further (outside Europe €1,000/€250); max. €20,000 per act and year; apply at least 6 weeks before the first show (open until 19 Nov 2026).
- Application: project in an overall concept, bio, cleared photo, three music samples, partner contract, cost and financing plan on the funder's template. Keep every receipt – without one an expense "is not considered proven".

## Other funders

**Musikfonds:** avant-garde concepts, "mainstream cannot be funded"; large rounds up to €50,000, small up to €3,000. **GEMA-Stiftung:** contemporary music, help in acute financial need. **Creative Europe:** cooperation projects for organisations only, from 3 partners in 3 countries, max. 48 months; Culture Moves Europe (2025–2028, €25 million) funds travel. Funding rules change often – check the current programme.

## AI & copyright - no legal advice

- Only "personal intellectual creations" are works (§ 2 (2) UrhG); the author is the creator (§ 7). GEMA: a purely AI-generated song would not be protected; if the human share is high enough, a song can be protected like one without AI. At GEMA registration you confirm the work was not created exclusively by AI.
- USA (Copyright Office, 29 Jan 2025): "the mere provision of prompts" is not enough; AI as a tool does not by itself bar protection.
- **Text and data mining (§ 44b):** copies of lawfully accessible works allowed, deleted when no longer needed – unless the rightsholder has reserved it; online only valid in machine-readable form. GEMA has declared a reservation for its works; for its own recordings and website the label is usually the rightsholder and decides.
- **Munich (LG München I):** GEMA v. OpenAI (42 O 14139/24, 11 Nov 2025) and GEMA v. Suno (42 O 763/25, 31 Jul 2026) – storing works in the model is a reproduction, not covered by § 44b; the operators are responsible for outputs. Both judgments are not final.

## EU AI Act & platforms

| DATE | WHAT APPLIES |
|---|---|
| 1 Aug 2024 | entry into force |
| 2 Aug 2025 | general-purpose AI models: copyright policy, training-content summary (older models: 2 Aug 2027) |
| 2 Aug 2026 | most rules, incl. transparency (Art. 50): deployers disclose deep fakes – in artistic works in a way that does not hamper enjoyment |
| 2 Dec 2026 | generators already on the market must mark outputs machine-readably |

- **Bandcamp** (13 Jan 2026): music generated wholly or in substantial part by AI not permitted. **Spotify:** vocal impersonation only with authorisation; AI credits via DDEX from labels and distributors. **YouTube:** disclose realistic synthetic content, incl. AI music as the main focus. **Deezer:** tags fully AI-generated tracks, no royalties for manipulated streams.
- Ideas from the office (not rules): direct to fans, small physical editions, the archive as a series, make "human-made" visible, honest AI fields, the singer's voice protected in writing.

## Who to contact for what

**GEMA** membership, work registration, licences for pressings and events, setlists · **GVL** rights administration agreement, label code, recording reports · **KSK** artists' insurance, the levy · **BVMI** ISRC registrant code · **GS1 Germany** GTINs · **ZSVR** LUCID, packaging · **Initiative Musik** federal funding · **VUT** templates, advice, discounts · **IHK** founding a label, imprint · **tax adviser / Finanzamt** VAT, small-business rule, EÜR · **music or media lawyer** contracts, rights, disputes.

## One release in ten steps

1. Split sheet right after the session; contract in writing, checked.
2. Release date (a Friday), format, tracklist – plan backwards; funding before the project starts.
3. ≈ 3 months before: vinyl master and artwork to the plant; before production: GEMA licence and production report.
4. Register songs with GEMA in good time; approve test pressings quickly.
5. ISRC per recording, GTIN per variant, credits, AI field – then upload 4–6 weeks before.
6. Pre-order page, EPK, private streams; label code on every radio promo.
7. Pitch one song to Spotify at least 7 days before.
8. Packaging: LUCID registration and system participation before you ship.
9. Release Friday: check shops; newsletter only with consent; ship and mark orders.
10. Afterwards: report recordings to GVL; setlists after shows; check statements, pay the artist's share and the KSK levy.

Sources: miz / Deutscher Musikrat · Music Victoria · nibusinessinfo.co.uk · GEMA (events, setlists, tariff U-K v21) · VUT · IMPALA · WIN · VPBy · Reeperbahn Festival · Initiative Musik · Musikfonds · GEMA-Stiftung · European Commission (Creative Europe) · UrhG §§ 2, 7, 44b · US Copyright Office (2025) · Regulation (EU) 2024/1689 and 2026/1744 · LG München I · Deezer · Spotify · YouTube · Bandcamp. Details: adubta-music.de/buero.html