
2014 at SSA - a short review

Efficient royalty processing and payments to many authors - the kind of success that now needs to be transferred to the digital world

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A quick glance at important facts and events from 2014:

- Royalty collections increased by 1.47% to a record level of CHF 21,333,430.
- Administration costs were slightly reduced again (-1.97%) leading to the average commission rate being lowered for a third time running. In 2014, the rate was 14.29%, i.e. 0.52% lower than in the previous year.
- SSA pays out remuneration to members and sister societies with a monthly frequency.
- The income from stage performing rights remains on the positive level of the previous year. Our own members' share in the works used is particularly high and therefore is a proof of SSA's excellent position within a dynamic and competitive marketplace.
- Another positive trend can be reported for the mandatory collective management. With the introduction of a remuneration for private copies on tablets, the negative trend of the relevant collections over the last few years could be stopped.
- Swiss collective management organisations have joined forces to fend off a parliamentary initiative by the Swiss Liberal Party (FDP) by means of which the latter had demanded the abolition of private copying fees (blank media remuneration); the initiative was eventually dismissed.
- Despite such a successful year, we must not ignore how stealthy and perfidiously the pressure from new technologies impacts on the market value and the financing of artistic works - inevitably hitting the income of authors hard. Discussions relating to the review of the Swiss Copyright Act were continued in 2014. The public consultation is expected for 2015. Creatives and producers have joined ranks to further the introduction of efficient tools to fight piracy. SSA sees it as a priority to improve the various ways of remunerating authors.
- SSA is also expanding its communication channels. Since April 2014, it circulates its newsletter "infolettre" to more than 5,000 e-mail addresses - every three months. The newsletter's format is suitable for reading it "on the go" and is very popular in its French and German versions. SSA's multi-lingual Facebook page was created on 31st July and counted 800 friends within five months.

At a political EC level, an increasing pressure on copyright and collective management organisations can be felt. An international study demonstrates the importance of the cultural sector and its contribution to the economy. Another study highlighted how minimal the remuneration paid out to creatives is compared to the incredible amounts that consumer electronics and ICT reach on a global scale - thanks to the role of attractive artistic works. Such an imbalance has been the subject of more and more complaints.