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# 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.

MY ROYALTY CHEQUE BOUGHT A COFFEE

EVERYONE SAYS TOURING IS THE ANSWER BUT EVERYONE IS ON THE ROAD

I'VE WON AWARDS AND CAN'T PAY MY RENT

WHY AM I SUBSIDIZING BIG TECH?

I'M A SINGLE PARENT AND CAN'T TOUR

YOUTUBE PAYS ONE-TWENTIETH OF THE OTHER STREAMING SERVICES

## THE RESEARCH:

THE MASK OF ANARCHY P.B. SHELLEY  
THE CULT ROBERT LEVIN  
CULTURE CRASH SCOTT TIMBERG  
RULING THE WAVES DEBORA SPAR  
MOVE FAST AND BREAK THINGS TAPLIN

## 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

THE FRAMEWORK IS UNFAIR

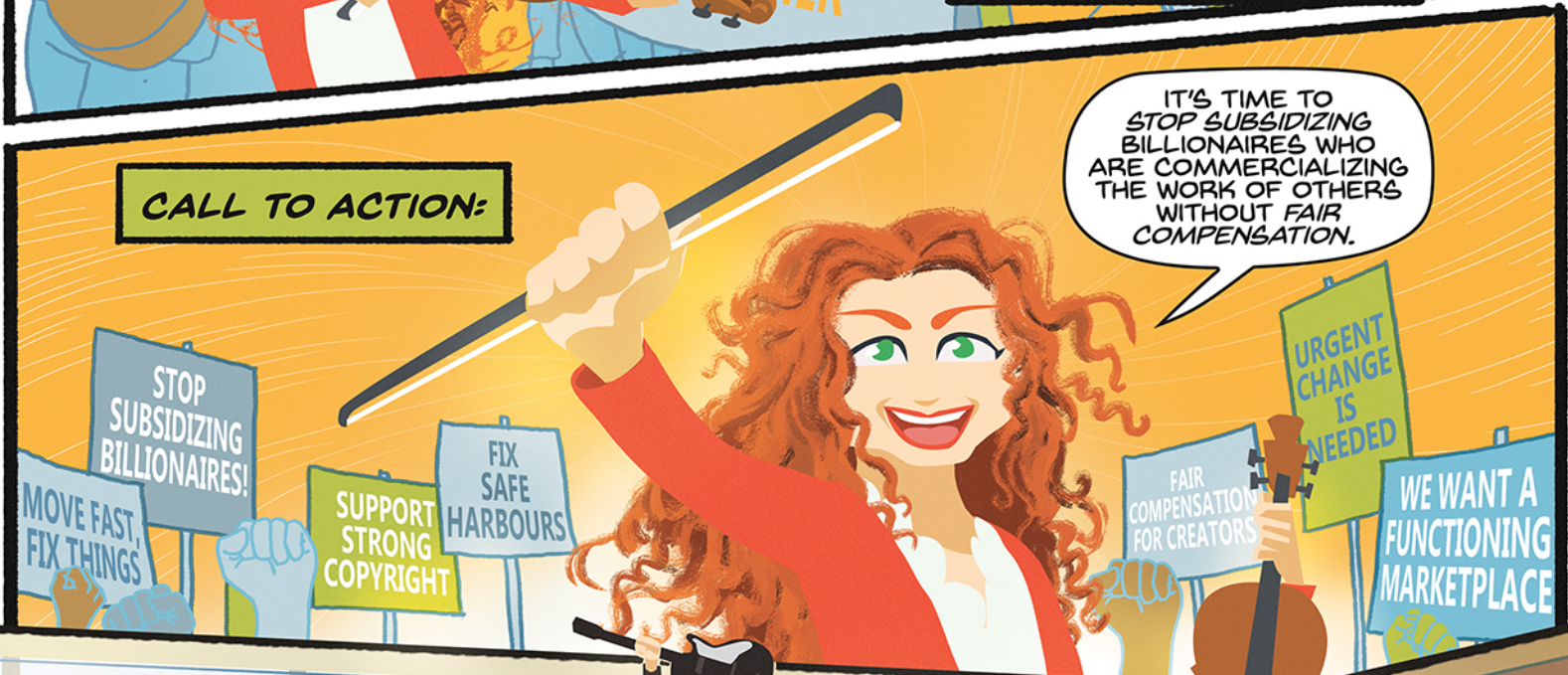
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WE ARE GOOD ENOUGH

BUT WE ARE SUBSIDIZING BILLIONAIRES!

THE VALUE GAP IS AFFECTING ALL TYPES OF CREATORS







# 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CONSEQUENCE OF THE OUTDATED LANGUAGE  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](http://WWW.MIRANDAMULHOLLAND.CA/ADVOCACY)**



**@MIRAMULHOLLAND**

**CONCEIVED & WRITTEN BY MIRANDA MULHOLLAND AND GRAHAM HENDERSON  
ART BY RODRIGO BRAVO**