

2024 ANNUAL REPORT

Following the successful launch of CLIP in November 2023, WIPO for Creators (WfC) approached 2024 with a focus on program visibility, collaborations and sustainable growth.

1. Content Creation

Several initiatives for content creation are being developed that aim at complementing the core CLIP topics with real-world perspectives and stories, designated as “Light Content”.

In the first installment of what will become a longer-term series, Mr. Davo van Peursen, who teaches entrepreneurship at the Conservatory of Music in Amsterdam, curated a list of 10 topics from CLIP on the theme of “Entrepreneurship for Composers”. Mr. van Peursen is Managing Director of Donemus Publishing and of the Dutch Music Publishers Association, and a member of the ICMP Global Board.

Another series in development, tentatively named “Ask CLIP”, invites creators to submit their questions to CLIP. These questions will be anonymized and generalized, then discussed through a short video by a subject matter expert, who will also direct creators to relevant CLIP content.

CLIP will expand to a new creative area in 2025. Discussions pertaining to the choice of sector are nearing conclusion and an announcement will follow in early 2025.

2. Platform Development

The platform has been undergoing continuous enhancements. Key updates include: the migration of CLIP media content to a new streaming service to optimize bandwidth usage and global delivery speed; the adaptation of platform templates to support multi-lingual content and media subtitles; and the development of a backend MailChimp integration enabling users to manage their newsletter subscription from their CLIP accounts.

An impact assessment study was conducted, revealing that creators perceive CLIP as highly relevant and appreciate its clarity, comprehensiveness, and streamlined, professional interface. Building on the valuable insights gathered from the study, efforts are ongoing to identify ways to leverage user profiles for more personalization and interactivity.

Foundational work has been undertaken for the development of a CLIP mobile app. The app concept, focused around the “CLIP Power User”, and its design are in progress, with the build scheduled to commence in early 2025.

3. Languages

One of WIPO for Creators’ core values is to serve all creators regardless of geographical, cultural or economic conditions. Correspondingly, a key priority in 2024 has been the translation of the user interface. CLIP is now available in seven languages: Arabic, Chinese, English, French, Portuguese, Russian and Spanish. A special note of gratitude to Advisory Board members IMPF, ICMP and FILAIE for their assistance in reviewing the French and Spanish translations.

4. Promotion and Marketing

A comprehensive brand guide was developed to ensure consistency and alignment of visual identity across all communication channels.

A Digital Communications Consultant joined the CLIP team mid-year, greatly boosting our promotion and marketing efforts.

In social media, CLIP has begun to more actively leverage collaborative posts with partners. These posts aim to amplify CLIP's message through trusted voices in the creator community. A second strategy of language localization is currently being explored, through which language-specific content is posted to promote CLIP to audiences in different languages and different countries.

A public media kit has been designed and launched. It makes available core brand elements as well as the latest templates and assets to facilitate collaborative promotional work with partners.

5. Key Events and Conferences

CLIP was presented and promoted at a number of conferences throughout the year, including: the ICMP 2024 Annual General Meeting in Brussels, Belgium; the 2024 SCAPR General Assembly in Johannesburg, South Africa; the IMPF Global Music Summit, Palma de Mallorca, Spain; the 4th World Conference on Creative Economy (WCCE) in Uzbekistan; and the 6th Regional Conference on IP in the Digital Economy for SMEs in Bucharest, Romania.

On invitation by former MEP Ibán García del Blanco, DDG Sylvie Forbin and Mr. Niclas Molinder introduced CLIP to Members of the European Parliament in Brussels, Belgium. CLIP was highlighted as a key initiative with direct relevance to the recently adopted European Parliament resolution on Cultural diversity and the conditions for authors in the European music streaming market.

A CLIP promotional booth was set up during the WIPO General Assemblies in July 2024, helping raise awareness of CLIP among delegates and representatives.

The platform has garnered the attention of numerous intellectual property offices and organizations worldwide, many of which have expressed interest in collaborating with WIPO for Creators and promoting CLIP within their countries. Such examples include the Romanian Copyright Office (ORDA), which presented CLIP at one of the premier music schools of the country, the "George Enescu" National College of Music, the *Bureau ivoirien du droit d'auteur* (BURIDA), which introduced CLIP to creators during a panel discussion at the 16th *Festival des Musiques Urbaines d'Anoumabo* (FEMUA16), and the State Agency of Intellectual Property and Innovation of Kyrgyzstan (*Kyrgyzpatent*), which hosted a webinar on CLIP with participants from Kyrgyzstan and neighboring countries.

6. CLIP Champions

A cornerstone of WfC's new initiatives, the "CLIP Champions" program was first introduced as a pilot in the second half of 2024. The Program establishes a framework enabling WfC to partner with creators from various backgrounds so they can become CLIP spokespersons within their own networks, in line with the CLIP philosophy: "from creators, for creators". Beyond its purpose as a direct connection between CLIP and creators, the CLIP Champions program also strengthens localized partnerships between WfC and regional industry players and promotes awareness at venues such as music festivals and schools.

The first two CLIP Champions to join the team were Ms. Solange Cesarovna, singer and songwriter from Cabo Verde, and Mr. Didier Awadi, pioneer and legend of francophone African rap from Senegal. Ms. Cesarovna announced the launch of the Portuguese version of CLIP at the Rock in Rio festival in Brazil and delivered a guest lecture at *Escola Música & Negócios*, a Brazilian online music business school. Mr. Awadi hosted a roundtable discussion at *Rencontres Musicales Africaines (REMA)* in Burkina Faso and a masterclass at Visa for Music (VFM), a premier music event in Africa and the Middle East, in Morocco. In late 2024, we were pleased to welcome Mr. Cobhams Asuquo, singer-songwriter from Nigeria, as the third creator to become CLIP Champion, and we are in discussions with him regarding activities in the new year.

Based on the positive returns from the Champions' activities during the pilot phase, the CLIP Champion program was approved for further activities in 2025.

7. Resource Mobilization

WIPO for Creators welcomed MusicTeam, Canada as a new sponsor in 2024.

WIPO for Creators were present at SwissFoundations Symposium, Lucerne, and at a "Fundraising in America" Workshop, Geneva International Conference Center, Geneva, Switzerland, organised by Chapel & York, a company specialized in helping organizations achieve their goals when fundraising in other countries.

A strategy focusing on foundations and member states has been shaped and is currently being implemented, in alignment with a decision to intensify and prioritize resource mobilization moving forward.

WIPO FOR CREATORS 2024 FINANCIAL SUMMARY

WIPO for Creators – Funds in Trust

Usage: Consortium and Product Management and Oversight, CLIP Product Development, Promotion and Marketing, Resource Mobilization

		Amount (CHF)	Balance (CHF)
January 2024	Carried forward	113,097.82	113,097.82
June 2024	MusicTeam	1,000.00	114,097.82
Bank Interest, 8/4/2020 – 12/31/2024		1,363.22	115,461.04
December 2024	Total Funds Received *		115,461.04

**FIT Financial Report, December 2024.*

WIPO for Creators – MRAF-Held Funds

Usage: Technical Build

		Amount (EUR)	Balance (EUR)
January 2024	Carried forward	€90,000	€90,000
Expenditures		(€57,556)	€32,444
Current Balance			€32,444

**MRAF Financial Statement, June 2024. An updated report up to December 2024 will be published when available.*

The remaining work is funded through WIPO's regular budget

WIPO for creators Funds-in-Trust (WFC Funds-in-Trust)

Created under the Agreement between the World Intellectual Organization and the Music Rights Awareness Foundation of August 4, 2020

Summary balance as of December 31, 2024

(expressed in Swiss francs)

	Swiss Francs
INCOME	
Funds received :	
<u>Sponsors</u>	
Total Sponsors	99,097.82
<u>Members</u>	
Total Members	15,000.00
Subtotal	114,097.82
Bank interest:	
- August 4, 2020 to December 31, 2024	1,363.22
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TOTAL INCOME	115,461.04
 EXPENDITURE	
TOTAL EXPENDITURE	0.00
 Balance of funds in favor of the Members and Sponsors as of December 31, 2024 (WWFCR)	115,461.04

MJA - 21.05.2024

Steven Shepherd
Head, Financial Reporting Section
Finance Division

WIPO for creators Funds-in-Trust (WFC Funds-in-Trust)

Created under the Agreement between the World Intellectual Organization and the Music Rights Awareness Foundation of August 4, 2020

Final Financial Report from January 1 to December 31, 2024
(expressed in Swiss francs)

ACTIVITIES	TOTAL
I. Recruitment campaign	0.00
II. Creators Platform	0.00
III. Governance Committee	0.00
IV. Advisory Board and Annual Meeting	0.00
V. Business Plan and Funds-in-Trust	0.00
- Bank fees	0.00
TOTAL	0.00
Administrative Support Cost (13%)	0.00
GRAND TOTAL EXPENDITURE	0.00

Balance of funds as of December 31, 2023	113,891.04
Contributions received during year 2024	1,000.00
Bank interest up to December 31, 2024	570.00
TOTAL INCOME	115,461.04

Balance of funds in favor of the Members and Sponsors as of December 31, 2024 (WWFCR) 115,461.04

WIPO confirms that the financial transactions relating to the Trust Fund have been:

- i) used economically and for the intended and agreed purposes;
- ii) effected in strict accordance with the financial regulations, rules and directives of WIPO currently in force;
- iii) examined in a comprehensive internal control procedure based on the financial regulations, rules and directives applicable in WIPO and currently in force and subject to the internal audit of WIPO.

Steven Shepherd
Head, Financial Reporting Section
Finance Division

MJA - 21.05.2024