

## 2022 ANNUAL REPORT

In the course of 2022, WIPO for Creators implemented its 2022 Workplan and achieved the following main outcomes:

### 1. Recruitment campaign

One new international member joined in 2022, namely, the International Federation of Film Producers Associations (FIAPF). In addition, the Secretariat continued to receive a number of applications from creators wishing to join as friends.

A Sponsor Recognition Package highlighting the benefits each sponsor can avail itself to on joining WIPO for Creators was published and is available on our website. The WIPO for Creators Partner Seal is in development and will be made available in Q1 2023 to all WIPO for Creators members and sponsors to use if they so wish.

Advisory Board members are encouraged to continue promoting the initiative.

### 2. Creators Platform

Following an international public tender, Manyone Ltd. Denmark, was selected to support the initiative on project management and content delivery.

Together with Manyone and the Advisory Board, work began on developing the content of the Creators Platform. A table of content and a sample script on the music industry was produced to illustrate the scope, approach and tone of the MVP.

Following WIPO's decision to fund the first phases, preparatory work on developing the Creators Platform Minimum Viable Product (MVP) commenced.

### 3. Governance Committee

The Governance Committee (GC) met several times over the course of the year and oversaw Consortium's activities. The GC decided not to enlarge its composition in 2022 but to consider doing so in future.

The GC approved the WIPO for Creators 2023 Workplan, with activities focused on the development and launch of the MVP of the Creators Platform.

The GC decided to waive membership fees for 2022 and 2023 and to reconsider the situation for 2024 following the launch of the Creators Platform Minimum Viable Product.

### 4. Advisory Board Meetings

Five WIPO for Creators Advisory Board meetings were held in 2022. Advisory Board members include

- International Confederation of Societies of Authors and Composer (CISAC)
- Digital Media Association (DiMA)

- International Federation of Film Producers Associations (FIAPF)
- Ibero-Latin-American Federation of Performers (FILAIIE)
- International Federation of Musicians (FIM)
- International Authors Forum (IAF)
- International Confederation of Music Publishers (ICMP)
- International Federation of the Phonographic Industry (IFPI)
- International Federation of Reproduction Rights Organisations (IFRRO)
- Independent Music Publishers International Forum (IMPF)
- International Publishers Association (IPA)
- Society of Audiovisual Authors (SAA)
- Society for Collective Administration of Performer's Rights (SCAPR)

The second WIPO for Creators Annual Meeting was held on December 7, 2022, with the participation of WIPO Director General, Daren Tang and Björn Ulveaus, co-Founder of Music Rights Awareness Foundation.

#### 5. Business Plan and Funds-in-Trust

Preparatory work started to define the scope, functionalities and costs of the Creators Platform's development phases.

The WIPO for Creators Funds-in-Trust (FIT), administered by WIPO pursuant to its Financial Regulations and Rules, totalized income in the amount of CHF 27'042.65 in 2022, bringing the total sum of the FIT funds to CHF 105,409.82. The Governance Committee decided not to use any of the received funds in 2022 and instead to carry them over to 2023.

#### Annexes:

- WIPO for Creators 2022 Workplan
- WIPO for Creators Funds-in-Trust 2022 Financial Report
- WIPO for Creators 2023 Workplan

[End of document]

## WORKPLAN 2022

Pursuant to Section III.A.g or the WIPO for Creators Charter, the Governance Committee adopted the following Workplan for the year 2022.

### 1. Recruitment campaign

WIPO for Creators will continue working on its recruitment campaign to solicit potential sponsors, members and friends to join the Consortium.

- The Music Rights Awareness Foundation and the WIPO for Creators Secretariat will coordinate and undertake the recruitment campaign following the updated research carried out by an external consultant and with the support of Advisory Board members, including their recorded video statements and the Creators Platform explainer video.

### 2. Creators Platform

The Consortium will prioritize the development of the Creators Platform in 2022, according to the business plan adopted by the Governance Committee and based on the Terms of Reference for the Project Management Team (PMT) and the Content Delivery Team (CDT).

- Award tender to suppliers to produce PMT and CDT deliverables to be commissioned based on available funding and following an iterative approach, and set up Project Board to supervise PMT and coordinate with CDT.
- As required and based on available funding, commission services from additional provider(s) as recommended by the Project Board in consultation with the PMT.

### 3. Governance Committee

The Governance Committee will appoint the Creators Platform Project Board and take any other decision that is required to implement this Workplan. The Governance Committee will also consider whether to enlarge its composition and, when so decided, will designate additional members in accordance with Section III.A.b.iii of the WIPO for Creators Charter.

#### **4. WIPO for Creators Meetings**

The Consortium will organize regular Governance Committee, Project Board and Advisory Board meetings and hold its second Annual Meeting in the course of 2022 with the participation of all members and sponsors, and if deemed appropriate including a segment open to friends and interested parties.

- Organize Governance Committee, Project Board and Advisory Board meetings in virtual and/or hybrid format.
- Organize Annual Meeting and promotion events, including in partnership with DDEX.

#### **5. Business plan**

Based on feedback from the recruitment campaign and in consultation with the Controller of WIPO, the Governance Committee may decide to commission a more comprehensive business plan, when and as deemed appropriate.

Adopted by the Governance Committee on November 19, 2021.

[End of document]

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, 2022

(expressed in Swiss francs)

	<b>Swiss Francs</b>
<b>INCOME</b>	
Funds received :	
<b><u>Sponsors</u></b>	
<b>Total Sponsors</b>	90,409.82
<b><u>Members</u></b>	
<b>Total Members</b>	15,000.00
Subtotal	105,409.82
Bank interest:	
- January 1 to December 31, 2022	0.00
<hr/>	
<b>TOTAL INCOME</b>	<b>105,409.82</b>
<b>EXPENDITURE</b>	
<b>TOTAL EXPENDITURE</b>	<b>0.00</b>
<b>Balance of funds in favor of the Members and Sponsors as of December 31, 2022 (WWFCR)</b>	<b>105,409.82</b>

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

**Interim Financial Report from January 1 to December 31, 2022**  
(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
<b>TOTAL</b>	<b>0.00</b>
Administrative Support Cost (13%)	0.00
<b>GRAND TOTAL EXPENDITURE</b>	<b>0.00</b>

Balance of funds as of December 31, 2021	78,367.17
Contributions received during year 2022	27,042.65
Bank interest up to December 31, 2022	0.00
<b>TOTAL INCOME</b>	<b>105,409.82</b>

Balance of funds in favor of the Members and Sponsors as of December 31, 2022 (WWFCR) 105,409.82

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

YS - 2.05.2023

## WORKPLAN 2023

Pursuant to Section III.A.g of the WIPO for Creators Charter, the Governance Committee adopted the following Workplan for the year 2023.

<p><b>1. Creators Platform</b></p>
<p>The Consortium will prioritize the development of the Creators Platform Minimum Viable Product (MVP) subject to available funding. WIPO agreed to fund the exploratory stages and will review the situation once the MVP's scope, functionalities and development costs will be determined.</p> <ul style="list-style-type: none"> <li>• Commission the services of Manyone Ltd. Denmark and IT provider(s) subject to available funding.</li> <li>• Launch and promote Creators Platform MVP if feasible.</li> </ul>
<p><b>2. Recruitment Campaign</b></p>
<p>WIPO for Creators will work on its recruitment campaign to solicit potential sponsors, members and friends to join the Consortium. This will be timed in consideration of the launch of the Creators Platform MVP.</p> <ul style="list-style-type: none"> <li>• The Music Rights Awareness Foundation and the WIPO Secretariat will coordinate and undertake the recruitment campaign.</li> </ul>
<p><b>3. Governance Committee</b></p>
<p>The Governance Committee will consider whether to enlarge its composition and when so decided, designate additional members, in accordance with Section III.A.b.iii of the WIPO for Creators Charter.</p>
<p><b>4. WIPO for Creators Meetings</b></p>
<p>The Consortium will organize regular Project Board and Advisory Board meetings and hold its annual meeting in the course of 2023 with the participation of all members and sponsors and if deemed appropriate including a segment open to interested parties.</p> <ul style="list-style-type: none"> <li>• Organize Project Board and Advisory Board meetings in virtual and/or hybrid format</li> <li>• Organize Annual Meeting and promotion event</li> </ul>
<p><b>5. Business plan</b></p>
<p>Based on feedback from the recruitment campaign and in consultation with the Controller of WIPO, the Governance Committee may decide to commission a more comprehensive business plan, when and as deemed appropriate.</p>

Adopted by the Governance Committee on December 5, 2022.

[End of document]