

## Business Update

### October 2021

#### **Silver award for AUTODIA's new portal at IMPACT BITE Awards 2021**

AUTODIA and the collaborating IT company MIK3 were awarded with the silver distinction for its innovative portal, in the category "Specialized applications in business", during the 10<sup>th</sup> ceremony of the major technological innovation awards in Greece, the "IMPACT BITE Awards 2021". AUTODIA's new portal, launched last May, provides all its direct Members with access to their distribution data, in a simple and comprehensive way. The platform follows the international best practices and the philosophy of respective similar platforms that are launched by the largest European CMOs in the last few years. The honored person was the Minister of State and Digital Governance Mr. Kyriakos Pierrakakis, who received the Award of the year for his contribution to the digital transformation of Greece. More information about the platform [here](#) and about the award [here](#).

#### **AUTODIA sponsor of the 8<sup>th</sup> Strategic Conference "Investments in Greece & Development Prospects 2021"**

AUTODIA sponsored the 8<sup>th</sup> Strategic Conference "Investments in Greece & Development Prospects 2021" organized on July 14<sup>th</sup>, 2021, at the Greek Stock Market by the Athens Chamber of Commerce (EEA) and the Hellenic Institute of Entrepreneurship and Sustainable Development (IEA), under the auspices of the Ministries of Environment & Energy and Infrastructure & Transport as well as the Region of Attica. The Conference was attended by many Ministers of the Greek government and major entrepreneurs, who discussed the course of investments in Greece. At the event, AUTODIA was represented by its CEO Dr. Margarita Panagiotopoulou, whose speech titled "The impact of the pandemic on cultural entrepreneurship: the example of AUTODIA" focused on the role of the cultural and creative industries (CCIs) in the European economy and the key role of AUTODIA as a major CMO among the Greek CCIs. [More information...](#)

#### **AUTODIA welcomes more than 200 new members and continues to connect with sister societies worldwide**

During the first half of 2021, more than 200 new direct membership agreements were signed, while 6 new representation agreements were concluded with sister societies in Europe (AKKA/LAA and EAU for Mechanical Rights), in USA (AMRA), in Africa (CAPASSO, COSON) and in Asia (MACA).

#### **Distribution 2021S1**

AUTODIA successfully completed in July 2021 the Distribution 2021S1 to members and sister societies with the following key figures:

- **Gross amount:** €1.986.803,31
- **Periods:** 2018-2019-2020
- **Revenue Sources:** Background Music, Live Concerts, Radio Broadcasting, TV Broadcasting, Online, Mechanical Royalties.

As the leading CMO of music copyright in the Greek market, within the last three years of operation (Sept. 2018 - Sept.2021) and despite the harsh conditions of the market (duopoly, competition,

pandemic) AUTODIA continues its successful work to protect effectively its members' and sister societies' interests and focuses all its efforts to achieve its three strategic goals: a) revenue increase b) acceleration of distribution periods to members and sister societies c) substantial decrease in cost and stabilization of deduction fee up to maximum 20%.

## **Licensing: AUTODIA confirms its dominant position in the market**

AUTODIA has now approx. 65.000 music users registered in its database (out of approx. 80.000 total users in Greece). This has created a powerful advantage for AUTODIA's licensing agreements, due to its unique market penetration and its established strong brand awareness, especially in public performance field. Users find AUTODIA as the most trustworthy and reliable partner for the use of music in their venues and businesses, in relation with competitors in the same field. AUTODIA's market share is constantly increasing, due to high influx of new members, and has exceeded 70% for 2021.

### ➤ **Public Performance: summer overview**

Taking full advantage of the tourist season in Greece, AUTODIA increased dramatically its revenues returning to pre-pandemic levels, with an 40% increase compared to summer 2020. Popular destinations, such as Mykonos, Santorini and Rhodes have performed very well in terms of collections in background music. Furthermore, new cooperation agreements regulating royalty payments for 2021 and past years were signed with catering and entertainment professional associations in major tourist destinations such as Crete, Paros, Kythnos, Epanomi, Thermaikos, and Loutraki Attica, which contributed positively to this increase.

### ➤ **New/renewals of agreements with major music users**

**OPANDA:** The newly signed licensing agreement between AUTODIA and the **Culture, Sports & Youth Organization of the Municipality of Athens (OPANDA)** grants a licence for the use of AUTODIA's entire Greek and international represented repertoire, in outdoor and indoor events and venues of OPANDA like concerts, music events etc. as well as in its website and social media. More information about the OPANDA agreement [here](#).

**Cosmote TV:** After long and strenuous negotiations, AUTODIA has signed a licensing agreement with one of the major **subscription services in Greece, Cosmote TV**. The Agreement concerns the payment of music royalties for the year 2020, while the agreement for the current year is imminent. AUTODIA's dominant position in the Greek market was once more confirmed, since the agreement also acknowledged that the vast majority of the repertoire (i.e. 65% for the year 2020) used by Cosmote TV belongs to the represented Greek and international repertoire of AUTODIA. AUTODIA's represented repertoire consists of more than 25,500,000 musical works, and is continuously increasing. More information about the COSMOTE TV agreement [here](#).

**Hellenic Chamber of Hotels (HCH):** The successful cooperation with the **HCH in the last year continues. In June 2021, the existing agreement** was amended and further prolonged regarding the terms and conditions of granting public performance licences. Aiming to support travel and tourism in Greece, the Parties agreed to extend the effect of their previous agreement until the end of 2021 and to provide for exclusive discounts for HCH's members acceding to the agreement. More information about the HCH agreement [here](#).

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