

Dru Masters

statement

I don't know about you, but I want my royalties to go up, not down.

Over the last few years I've noticed a dramatic change in my distributions. As broadcast shifts from TV and radio to online, there is an urgent need to fix appropriate rates before precedents are set and our work is undervalued forever.

We need to build on past successes and negotiate proper rates that reflect the revenue our work brings to those channels. Royalties from Amazon and Netflix are impossible to predict and ridiculously small. We need to lobby hard to change this now, before no one can make a living from writing music.

We also need to look at what we're doing within PRS to maximise the accuracy of reporting and minimise the cost of administration. It should be getting easier and easier to track what's being played and where, but we're still relying on reporting processes that are massively open to human error and guess work.

Likewise, anyone who has tried searching the online databases, or has scoured through page after page of bewildering data in distribution statements knows just how frustrating an exercise that is. I want to get everything simplified and to make sure we're using cutting edge software.

I believe I have the right combination of determination, technical knowledge, experience and plain speaking, coupled with the ability to listen, consider and find solutions to complex problems. I realise I can't change things overnight, or on my own, but I believe I can make a difference by inspiring a desire for change, finding ways to incentivise and by leading by example.

I'm committed to getting the best for members because I am one and my livelihood depends on it, just as much as yours.

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