

PRESS RELEASE

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C3S to debut adore web service at CeBIT

Düsseldorf, 2015-03-09 – C3S SCE, the forthcoming European collecting society for music is introducing its „adore“ prototype at world's largest IT fair CeBIT (exhibition hall 011, booth B48/5). Invited by the Federal State of North-Rhine Westphalia (NRW), C3S SCE is one of eight start-ups to present at the joint booth for Digital Economics.

adore enables all music fans to not just give their heroes a thumbs up. Now, they can give them a tip just like they would support a busker playing their streets. It is a new way to honor creativity and musical craftsmanship. It is more than a simple PayPal button. **adore** is a micro payment based donation service to support creators – including professionals, semi-pros and the new breed of creative common people users.

Meik Michalke, Executive Director C3S SCE: „With adore, you don't pay for music. That's something you already should have done. The music is there and will be there, no matter if you use **adore**. But you can decide if you want to support the artists you love with a certain extra.“

As soon as the beta version will have been launched, any user can set up an account and define a monthly budget. After installing the **adore** plugin into the music player, it tracks played songs. Of course, you always have the choice to switch it off. By the end of the month, the user's budget is equally distributed to all creators and involved musicians who performed the recordings.

„What we did is, we married existing micro donation payment and social media behavior with the spirit of a fair collecting society“ says Wolfgang Senges, Executive Director SCE. „These tiny amounts are donations, no royalty fees. But they are distributed equally to the artists – as any collecting society should.“

Since **adore** is no music service, the source of music does not matter. The original source might be a stream, a download, a CD, vinyl or any other format. However, the creators do not receive a payment once but multiple times – every time they are played. Audio fingerprinting and security measures prevent misuse or false allocation of revenues.

Michalke: „The artists receive 90% of the users' donations. What's left covers the cost of administration and transaction. In case there's a plus, it is the C3S SCE that benefits from that – a non-profit organization for artists.“

Senges adds: „There's also another view to it. Lots of people are playing an instrument or they are creative by singing in a choir or remixing tunes. They might not be composers yet, but they are performers. They can be adored as well. Look at YouTube. Thinking of Germany, there are 68.000 members in Germany's collecting society for music, GEMA – 60.000 of them are creators. But according to various studies, there are 10-12 million people just in Germany who are musically active – children not included.“ [1]

„Let's say, someone did a remix at home and uploads it. Or the choir's performance that you or your child is singing in is played on a music player with an **adore** plugin. Of course, the composers and lyricists get their share. But here, it's also the common people who benefit.“ states Meik Michalke.

adore will be launched for beta-testers in Q3/4 2015. You can already subscribe for notification here: <https://fans.adore-music.com>

The development of the prototype and R&D predecessor to **adore**, C3S-IMP, is co-funded by European EFRE funds, the Federal State of North-Rhine Westphalia and crowdfunding campaigns. The C3S community helped to raise about 187.000 € in total, resulting in a project budget of 370.000 €. The project ends on 31st May 2015. After that, the prototype is to be reworked for product development.

[1] Deutsches Musikinformationszentrum: „Laienmusizieren in Zahlen – Ergebnisse bundesweiter Studien und Bevölkerungsumfragen“ - 10/2014. <http://www.miz.org/intern/uploads/statistik130.pdf>

About the C3S SCE

The C3S SCE started in 2010 as an initiative for the founding of a modern collecting society for music.

An increasing number of musicians can not, or do not want to, be represented by one of the existing collecting societies. The C3S SCE is conceived as a European cooperative association (not as an economic association), where all users have the same right to vote (not only those with a high income). It is the goal of the C3S to use modern communication technology in order to enable uncomplicated processing and optimal fairness of distribution.

Unlike the exclusive representation of an artist's full catalogue of works, which is required by the GEMA, the C3S will allow the licensing of individual works. Apart from the classical copyright, the support of all Creative Commons licensing contracts will create market equality for alternative licensing concepts. After a successful start in Germany, the area of certification will be gradually expanded all over Europe.

For press inquiries, please contact: wolfgang.senges@c3s.cc

Material for editorial & informational purposes:

Logos C3S:

https://dl.dropboxusercontent.com/u/2991622/c3s_logo_horiz.eps

https://dl.dropboxusercontent.com/u/2991622/c3s_logo_icon.eps

Logos adore:

https://dl.dropboxusercontent.com/u/2991622/c3s_logo-adore.svg

<https://dl.dropboxusercontent.com/u/2991622/logo-adore.png>

Flyer adore:

https://dl.dropboxusercontent.com/u/2991622/c3s_flyer-adore.pdf

Photos:

Meik Michalke, Executive Director: <http://url.c3s.cc/picmichalke>

Wolfgang Senges, Executive Director: <http://url.c3s.cc/picsenges>