

## The 16<sup>th</sup> International Music Business Research Days 2025

### 'Music 2025 and Music IP' June 11<sup>th</sup>-13<sup>th</sup> 2025

University of Hertfordshire's School of Creative Arts and Law School

## PROGRAMME

### Day 1

#### Young Scholars Workshop

09:00-09:30	Law School W125, De Havilland campus	<b>Coffee and registration</b>
09:30-10:30	Law School W125 De Havilland campus	<b>Welcome &amp; presentation of a recently completed PhD:</b> <b>Rachael Drury (University of Liverpool)</b> Algo-rhythmic creativity: the legal and economic challenges of generative AI in the UK music industry
10:30-11:15	Law School W125	<b>Ezra Mandira (Universitas Bakrie, SAE Indonesia) &amp; Viandira Athia (British Council) (Virtual Presentation)</b> Young Indonesian Musicians and Copyright Protection: Navigating Structural Barriers in the Music Industry  <b>Mentor:</b> Professor Peter Tschmuck, University of Music & Performing Arts Vienna
11:15 - 11:30		<b>Coffee break</b>
	Law School W125	<b>Meike Joseph (Europa-Universität Viadrina Frankfurt)</b> Local Beats break Global Boundaries: Key Factors in the Cultural Globalization of Pop Music  <b>Mentor:</b> Professor Paul Muller, University of Lorraine
11:30-13:00		<b>Grace Goodwin (University of Liverpool)</b> The Boys Club Reconsidered: Male-to-Male Peer Networks in the Music Industry  <b>Mentor:</b> Julia Toppin, University of Westminster
13:00-14:00		<b>Lunch and coffee break</b>

14:00-15:30		<b>Ariane Dudych (Université Paris Cité)</b> Record Store Day: A Tarnished Symbol of the Resistance of the Vinyl Record in the Digital Age  <b>Mentor:</b> Dr Hyojung Sun, University of York
		<b>Jacob Simmons (University of Liverpool)</b> Disparate Voices: Mapping the Origins of UK Music  <b>Mentor:</b> Professor Peter Tschmuck, Universität für Musik und darstellende Kunst Wien
15:30 - 16:00		<b>Coffee break</b>
	Law School W125	<b>Andreas Meland (University of Adger)</b> Collective Management of Copyright in Norwegian: Higher Music Education  <b>Mentor:</b> Dennis Collopy, University of Hertfordshire
16.00 -17.30		<b>Amin Khaksar (Erasmus Universiteit Rotterdam)</b> Selling Sexuality, Defying Norms: The Contested Economics and Cultural Resistance of Eroticism in Music Videos  <b>Mentor:</b> Associate Professor Erik Hitters, Erasmus Universiteit Rotterdam

## Day 2

### International Music Business Research Days

09:00-09:30	Law School W125, De Havilland campus	<b>Coffee and registration</b>
09:30-10:00	Law School W125	<b>Welcome and presentation of the first Music Industry Handbook in Spanish</b> Guy Morrow (University of Melbourne) & Jon Icazuriaga (Universidad Internacional de La Rioja)
10:00-11:00	Law School W125	<b>MusicFutures Panel</b> <b>AI and the Future of Music: Crisis or Opportunity?</b> Moderator & Panellist: Mathew Flynn (University of Liverpool) Panellists: Rachael Drury (University of Liverpool), Sabine Jacques (University of Liverpool) & Martin Clancy (Dublin City University, Trinity College Dublin)
11:00 – 11:30		Coffee break followed by two parallel sessions

11:30-13:00	Law School W125	<b>Chair:</b> Peter Tschmuck (Universität für Musik und darstellende Kunst Wien)	Law School W128	<b>Chair:</b> Dennis Collopy (University of Hertfordshire)
		<b>Daniel Nordgård (University of Adger) &amp; Eirik Sørbo (University of Adger)</b> Ultraprocessed Sounds: Music and AI Reconceptualized		<b>Nurulhamimi binti Abdul Rahman (University of Liverpool)</b> <b>(Virtual Presentation)</b> Unlocking the Potential: Exploring the Impact of Digitalisation on the Malaysian Music Industry Practices
		<b>Guy Morrow (University of Melbourne), Daniel Nordgård (University of Adger), Rasmus Rex Pedersen (Roskilde University) &amp; Julia Toppin (University of Westminster)</b> Imaginaries of AI: Do Music AI's Creative Capabilities Now Rival Human Output or Not?		<b>Arthur Ehlinger (University of Glasgow) &amp; Amy Thomas (University of Glasgow)</b> <b>(Virtual Presentation)</b> The Silent Censor? Article 17 and the Regulation of Music on Twitch
		<b>Kate Whitman (University of Portsmouth), Joe Cox (University of Portsmouth) &amp; Sam Parsley (University of Portsmouth)</b> Hitting the Right Note: Using AI Experiments to Investigate Gendered Consumer Preferences in Music		<b>Erin Duvall (Belmont University)</b> To VEVO or Not to VEVO? Does Music Video Distribution Impact Views?
		<b>Sam Whiting (RMIT University), Sophie Freeman (University of Melbourne) and Ian Rogers (RMIT University)</b> How much is a stream worth? A qualitative approach to understanding the cost-benefit of bringing a stream to market		<b>Mathew Flynn (University of Liverpool), Richard Anderson (University of Liverpool) &amp; Jacob Simmons (University of Liverpool)</b> Mapping a Music Ecosystem in Practice: from Metaphor to Framework
13:00 - 14:00	Lunch			
	Law School W125	<b>Chair:</b> Erik Hitters (Erasmus Universiteit Rotterdam)	Law School W128	<b>Chair:</b> Peter Tschmuck (Universität für Musik und darstellende Kunst Wien)
		<b>Veronika Sinyanskaya (University of Melbourne) &amp; Guy Morrow (University of Melbourne)</b> Towards Further Decentralisation of Creative Autonomy: Commercialisation, Copyright and		<b>Denis Guilhot (BMAT Music Innovators)</b> Achieving Transparency Through Music Data Spaces

an Ecosystem Approach to Music  
Co-creation with Technology

14:00 –  
15:30

**Hyojung Sun (University of York)**

Music and Copyright in the Streaming Era

**Fábio A. Sabetta-Morales (Universidade de São Paulo)**

Performing Rights in the Music Industries: A Comparative Study of Legislation, Processes and Practices between the United Kingdom and Brazil

**Felipe Romero-Moreno (University of Hertfordshire)**

Training Data Copyright in the Age of AI: A Comparative EU-UK Legal Analysis

**Meike Joseph (Europa-Universität Viadrina Frankfurt)**

The Effects of Algorithmic Personalization on Social Distinction in Music Consumption

15:30-16:00

Coffee break

Law  
School  
W125

**Chair:** Hyojung Sun (University of York)

Law  
School  
W128

**Chair:** Peter Tschmuck (Universität für Musik und darstellende Kunst Wien)

**Martijn Mulder (Willem de Kooning Academy Rotterdam) & Erik Hitters (Erasmus Universiteit Rotterdam)**

A System of Systems. Why Live Music Works and Doesn't Work

**Kristina Kuznetsova-Bogdanovič (University of Tartu) & Virgo Sillamaa (University of Tartu)**

Conceptualising Internationalisation in Estonian Music Sector and Policy Making

16:00-  
17:30

**Chris Anderton (Southampton Solent University)**

Music Festivals, Intellectual Property, and the Potential (and Problems) of NFTs

**Paul Muller (University of Lorraine)**

Evolutions in Creative Practices in the Popular Music Industry: A Longitudinal Social Network Analysis

**Daniel Nordgård (University of Adger), Liucija Fosseli (University of Adger) & Virgo Sillamaa (University of Tartu)**

Better Live: Sustainable touring and program diversity in Europe

**Juan González-Castelao Martínez-Peñuela (Universidad Internacional de La Rioja)**

'Music Belongs to Those Who Need It.' The Success Case of the Orquestra Simfònica del Vallès

**Andreas Büchelhofer (Ludwig-Maximilians-Universität München)**  
 "Lost in Music\*"). Acceleration or Traffic Jam? Can chart movements confirm Hartmut Rosa's acceleration theory?

**Jon Icazuriaga (Universidad Internacional de La Rioja)**  
 Music Business Management Master's Podcast

18:30-20:30 Law School W125

## IMBRA General Assembly

## Day 3

### Industry Day at the Forum Lecture Theatre College Lane

09:00-09:30 Forum Lecture Theatre College Lane

#### Coffee and registration

Day 3 will be held on University of Hertfordshire's other campus, College Lane, in Forum Lecture Theatre. Transport will be available to the Forum from the Comet Hotel next to the De Havilland campus.

09:30-11:00 Forum Lecture Theatre College Lane

#### Opening Welcome addresses (UH, IMBRA) Introduction to Music 2025

#### Presentation 1

World Intellectual Property Office (WIPO): "*Digital Technology and the Transformation of Music Creation Paradigms*" **(Virtual)**

#### Keynote 1

Performing Right Society (PRS): *Music 2025 and Project Nexus*

#### Keynote 2

UK Intellectual Property Office (IPO): *Music 2025 and The Music Metadata*

#### Presentation 2

The *Music Metadata Mapping and KPI* project - key findings from the IPO and TSG led research

11:00 - 11:30

#### Coffee break (Bar 77)

Forum Lecture Theatre College Lane

#### Music metadata: Credits due and the creator's role in data tracking

11:00-13:00

#### Keynote 3 PRS UK creators' roles in metadata

**Panel 1**

Council of Music Makers (CMM): *the CMM member trade bodies views on improving metadata*

13:00-14:00

**Lunch (Bar 77)**

Forum  
Lecture  
Theatre  
College  
Lane

**Music metadata: The music streaming data supply chain**

14.00- 15.30

**Presentation 3**

DDEX: *DDEX 101*

**Panel 2**

Publishers, Labels, CMOs, Distributors and DSPs to discuss the flow of metadata between the sectors and across the streaming supply chain.

15:30 - 16:00

**Coffee break (Bar 77)**

Forum  
Lecture  
Theatre  
College  
Lane

**Music metadata: Education and Awareness – Get Paid Guide and Creators Learn Intellectual Property (CLIP)**

16.00 -17.30

**Keynote 4**

Music Rights Awareness/ WIPO for Creators: *CLIP and international perspectives and solutions*

**Panel 3**

UK Music Academic Partnership (MAP): *The UK educators' perspective.*

**Panel 4**

IPO and PRS and *Get Paid Guide: Improving education and awareness among UK music makers*

**Keynote 5**

IPO and PRS next steps

**Conference closing/summary from IMBRA**

17.30-18.45

**Post event Drinks Forum Bar 77**

18.45-19.15

**Transport to Hatfield House**

19.30 -22.30

**End of Conference Dinner at Hatfield House**

[www.imbra.info](http://www.imbra.info)