

SENA IN NUMBERS 2018

€70.4 million

€7.0 million

€60.4 million

INVOICED LICENCE FEE INCOME

€62.4 million

+5.0%

The Netherlands

€7.3 million

-9.1%

International CMOs

€69.7 million

+3.3%

Total

€70.4 million

€7.0 million

€60.4 million



INCOME

RECEIVED LICENCE FEE INCOME

> €1 billion

Total received licence fee income 1993 up to and including 2018

€62.6 million

+4.7%

The Netherlands

€7.8 million

+3.8%

International CMOs

€70.4 million

+4.6%

Total

€7.0 million

€60.4 million



INCOME

RECEIVED LICENCE FEE INCOME PER SEGMENT

€41.5 million	+2.7%
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General licences

€21.1 million	+9.0%
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Media

€7.8 million	+3.8%
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International

€70.4 million	+4.6%
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Total

€7.0 million

€60.4 million



INCOME

RECEIVED LICENCE FEE INCOME PER COUNTRY

Germany **€1.8 million**

USA **€1.7 million**

Belgium **€0.9 million**

Other countries < 0.2 million **€0.8 million**

United Kingdom **€0,7 million**

France **€0.6 million**

Italy **€0.6 million**

Japan **€0.3 million**

Sweden **€0.2 million**

Austria **€0.1 million**

Poland **€0.1 million**

€7.0 million

€60.4 million



INCOME

MUSIC USERS

101,913

-2.2%

Number of invoiced users

18

-65.4%

Number of complaints by music users

3,500

Number of participants in the Muziek Werkt competition

€7.0 million

€60.4 million



INCOME

In 2018, some 25 years after neighbouring rights were officially introduced in the Netherlands, we have passed the magical number of €1 billion in collected fees for our right-holders. Record companies, main artists, session musicians, conductors, bands, choirs and orchestras have all received what was due to them for having their music played in public. This is something we are proud of. Since being founded, we have paid out remuneration to over 62,000 right-holders. In keeping with our mission, we have been doing so as quickly and as accurately as possible for the lowest possible fee.

Since technological developments in our field take place extremely rapidly, our approach to dealing with these is a proactive one. MySena (our online portal), our app and the related IT infrastructure are continuously being optimized to provide available distribution information to our right-holders in as user-friendly a manner as possible. The introduction of fingerprinting technology has enabled us to take a new major step in further enhancing our distribution. We are also active participants in various international working groups and projects, including the establishment of the Virtual Repertoire Database (VRDB), primarily intended for the performers organizations within SCAPR, and the MLC Dataportal for producer organizations.

€7.0 million

€60.4 million

OPERATING EXPENSES

12.0% **unchanged**

Actual costs withheld on the Dutch licence fee income 2018

4% respectively 6% **unchanged**

Actual costs withheld on the International licence fee income 2018

11.3% **decreased by 0.3**

Operating expenses (net) as a percentage of Dutch invoiced licence fee income

10.1% **decreased by 0.1**

Operating expenses (net) as a percentage of total invoiced licence fee income

11.2% **increased by 0.1**

Operating expenses (gross) as a percentage of total invoiced licence fee income

€7.8 million **+4.4%**

Gross

€7.0 million **+2.0%**

Net

€60.4 million



SOCIAL-CULTURAL FUND

€3.6 million

-12.5%

Addition

€2.9 million

+12.2%

Expenditures

€4.7 million

+16.1%

Balance

110 grants worth €2.5 million in total

Social, cultural and educational projects

112 grants worth €385 thousand in total

Sena Performers Music Production Fund

1/3 loan

Sena Performers Music Production Fund

2/3 gift

Sena Performers Music Production Fund

€60.4 million



EXPLOITATION

41.7 **-1.2%**

Average number of fte's

46 **-1.1%**

Number of employees end of year 2018

19 – 41.3%

Man

27 – 58.7%

Woman

1 25 or younger

0 26 -30 years

1 31 -35 years

5 36 -40 years

3 41 -45 years

4 46 -50 years

3 51 -55 years

1 56 -60 years

1 60 and older

0 25 or younger

3 26 -30 years

5 31 -35 years

6 36 -40 years

6 41 -45 years

2 46 -50 years

4 51 -55 years

1 56 -60 years

0 60 and older

€60.4 million



MISSION, VISION AND KEY VALUES

Sena aims to make music users more aware of the value of music by collecting a fair remuneration for right-holders (national and international performers and producers), which it endeavors to distribute as quickly and accurately as possible for the lowest possible fee.

We strive for improved transparency, efficiency and service on the basis of our passion for music and our commitment to right-holders, music users and each other. Where required, we customize our approach. This is intended to intensify our cooperation with sister organizations both in the Netherlands and abroad. Good employment practices are a precondition for this, and our pride in our organization is a logical consequence.

We use our knowledge and skills to respond flexibly to key developments in the national and international music sector, to technological developments and to neighbouring rights legislation. Both the material and immaterial objectives of our right-holders benefit fully as a result. Sena's objective is to achieve further national and international growth as a respected collective management organization with the solid backing of its members. This involves gathering vast amounts of data and playing a leading role in researching the impact of music used for business purposes, as well as the implementation of digital applications in our processes.

We are professional, reliable and committed.

€60.4 million

301,403	+32.4%
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Number of tracks with a distribution in 2018

€57.7 million	+11.7%
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Dutch income (gross)

€10.2 million	+40.3%
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International income (gross)

€67.9 million	+15.4%
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Subtotal (gross)

€7.5 million	+12.1%
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Costs withheld

€60.4 million	+15.8%
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Total (net)



RIGHT-HOLDERS

30,971	+14.7%
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Number of right-holders with distributions in 2018

62,401	+6.4%
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Number of right-holders with distributions up to and including 2018

3,805	+13.2%
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Number of newly registered right-holders in 2018

> 90%	unchanged
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Representation of right-holders

5	-16.7%
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Number of complaints by right-holders



DISTRIBUTION OF FEES TO RIGHT-HOLDERS

In 2018, we distributed a gross total of €67.9 million to the over 30,000 right-holders. On the one hand, this increase of 15.4% in our distribution was the result of a decrease in the work in progress position, which led to an increase in the distribution percentage of music years 2015 and 2016 in particular. On the other hand, we were able to implement a further acceleration of our distribution process, which meant that we were able to pay out licence fee income from the same year as early as March 2018. Another positive contribution came from the ability to use fingerprinting data and the possibility to consult the Virtual Repertoire Database (VRDB). Furthermore, in 2018, more money was distributed that had been collected in the same year than in 2017.

The gross Dutch distribution of collected fees totalled €57.7 million (+11.7%).

The gross international distribution of collected fees totalled €10.2 million (+40.3%) in 2018. During 2018, we were able to distribute fees collected from earlier years. In part, this was enabled by specific action taken in relation to our sister organizations.

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MAKES
THE
MOST
OF
MUSIC