



# Management's Annual Report 2021-2022

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## *Address of the Managing Director*

The pandemic had its impact on the year 2021, as it did last year, and was therefore a great challenge for STEF and right holders. The operations have, nevertheless, made a positive turn, although there is still some time until domestic income will be like that of the period prior to the pandemic. Nonetheless, STEF managed to break one more record in total income and the growth was quite above the inflation of the previous operating year. The great increase in income from streaming services is noteworthy; it increased by no more or less than 147% between the years. There was also considerable increase in foreign income. What STEF is seeing is the result of a new agreement with Spotify, regarding air play in Europe and elsewhere, as well as better contractual income and increase in subscription fees. It shall, however, be mentioned that the impact of this increase, as well as the impact of COVID-19, affects authors differently; some of them enjoyed an increase, especially those whose income derives mainly from abroad, while others were confronted with reduced income, particularly those whose income derives mostly from the domestic market.

It was therefore, with all that said, very pleasant to witness the success of STEF's interest monitoring last spring, when the authorities approved a special ISK 150 million contribution to the society regarding the fall in income from live music which composers had suffered during the previous two years. Various other specific measures were also approved for the music sector which can be seen in more detail in this annual report. This special contribution has now been distributed to the authors. The new Minister of Education, Science and Culture, Lilja Alfreðsdóttir, and the staff of her department, are worthy of gratitude for having listened to the voices of composers. The same applies to other interested parties for their good collaboration in forming the foothold measures.

*> STEF's increase in income from streaming services clearly shows that their influence on income increase is rapidly growing ...*

STEF's increase in income from streaming services clearly shows that their influence on income increase is rapidly growing. In that connection, it must be pointed out that one streaming service, Spotify, is almost in total control on the Icelandic market, with a 97% share. With this power, the service appears to be able to get away with several things that can be considered ethically questionable. Here, I am referring to how common it seems to be for works, which appear to be written by "artificial authors", to have a clear access to playlists. Several such "authors" claim to be Icelandic and have Icelandic names, the songs have Icelandic titles and are decorated with Icelandic landscapes, without having any real relation to the country.

Presently, there is an ongoing consultation process between the Ministry of Education, Science and Culture and interested parties, regarding the implementation of the (Digital Single Market) Directive of the EU. It refers to the copyright and related rights on the digital inner market. The directive, which is assumed to be implemented in the year 2023, involves important judicial improvements for authors. It is worth special mention that the legal status of collective management organizations regarding internet related services (e.g., Google) will be considerably strengthened, as such companies will be liable to go to the extent possible to gain permission to distribute works of authors. The directive also includes provisions meant to guarantee authors and artistic performers appropriate and proportional license fees for the performance of their works, or assignments of interest. Authors are also entitled to get information about the exploitation of their works and the income they have created. In such instances where an author has made an agreement directly with a producer (and there is no licensing through e.g., societies such as STEF) an author can demand an appropriate and fair additional fee if the one which was originally negotiated is proportionately low in comparison with so called "later income" which has been gained by the exploitation of the works (an example of which are copyright fees). STEF will do its utmost to guarantee that the implementation of the DSM directive be as favorable as possible for the members of the society.

With spring greetings,

**Guðrún Björk Bjarnadóttir**





## *Address of the Chairman of the Board*

The year 2021 was a year of foothold for the music industry. We fought our way out of the pandemic and were finally able, with intervals and limitations obviously, to step back on stage and perform our music. It is, nevertheless, obvious that it will take us quite some time to work our way through the income loss of concerts and public performances we suffered during the last two years. The staff members of STEF deserve a praise for having held fast through this unforeseen storm and it is apparent that despite everything, we have held our strength during

these two years. Our foundations are, indeed, strong and the income flow from the various directions has managed to offset the difficulties.

Our sound system did not, however, only play blues. The increased creative power of our musicians deserves special mention as they used this time to write and create. We have already been able to listen to extraordinary new music which was written during this situation, and we can certainly expect more to come. This shows us the importance of treating well new artists who are continually emerging and helping them to gain foothold and present themselves. This is where STEF has shown its support.

*> We can all be proud of our STEF and the work which takes place there every day for authors and their interest ...*

Icelandic authors are in demand all over the world and it is extremely important for us to maintain contact with all these good people and reinforce the working environment of all authors, expand contact networks, improve bargaining positions, and increase opportunities. In this connection, we now have very good news of a new Music Centre which is finally about to emerge – with the support of the authorities and good collaboration between members within the Icelandic music world. Musicians will have to have a strong and clear voice there – as well as in forming and implementing a new music policy and long-awaited music laws.

We can all be proud of our STEF and the work which takes place there every day for authors and their interests. With steady work, a positive outlook and resourcefulness, we are steadily finding new ways to increase income and improve the interests of authors in Iceland, and it is going quite well!

Reykjavík, May 19<sup>th</sup> 2022

**Bragi Valdmar Skúlason**

## WORK OF THE BOARD AND OFFICE OF STEF MAY 21 TO MAY 22

The report contains the main projects and policies of STEF during the above-mentioned period, key operational figures, and an account of the operations and distributions of STEF. It also contains an account of the organization of STEF and information on those appointed by STEF to the various committees and councils, as well as those who hold other confidentiality positions for the society.

### *Board Members of STEF in the past Operating Year*

*Bragi Valdimar Skúlason, formaður*  
*Pórunn Gréta Sigurðardóttir, varaformaður*  
*Hallur Ingólfsson*  
*Hildur Kristín Stefánsdóttir*  
*Páll Ragnar Pálsson*  
*Sigríður Thorlacius*  
*Sigurður Flosason*

Board Alternates were *Snorri Helgason, Þuríður Jónsdóttir, Pétur S. Jónsson, Logi Pedro Stefánsson, Úlfar Ingi Haraldsson, Óttarr Proppé og Aðalsteinn Ásberg Sigurðsson.*

### *The Representative Body of STEF*

A new Representative Body of STEF was elected last April. The Representative Body is the principal establishment of STEF, elected by general members for a period of two years at a time and is appointed by 21 members. The chairmen of the member societies of STEF (The Icelandic Composers Society-TÍ, and The Icelandic Society of Authors & Composers-FTT) are chosen without election, but 19 representatives are chosen in an election which takes place every other year. The Articles of Association pronounce that at least five elected representatives come from each member society and at least five from non-club right holder members.

Twenty-nine offered themselves as candidates this time. The following were elected:

<i>Aðalsteinn Ásberg Sigurðsson (FTT)</i>	<i>Óttarr Proppé (utan féлага)</i>
<i>Arnór Dan Arnarson (FTT)</i>	<i>Páll Ragnar Pálsson (TÍ)</i>
<i>Áskell Músson (TÍ)</i>	<i>Pétur S. Jónsson (FTT)</i>
<i>Birgir Steinn Stefánsson (utan féлага)</i>	<i>Ragna Kjartansdóttir (utan féлага)</i>
<i>Eyþór Gunnarsson (FTT)</i>	<i>Samúel J. Samúelsson (FTT)</i>
<i>Hafþís Bjarnadóttir (TÍ)</i>	<i>Sigríður Thorlacius (utan féлага)</i>
<i>Hallur Ingólfsson (FTT)</i>	<i>Sigurður Flosason (FTT)</i>
<i>Hildigunnur Rúnarsdóttir (TÍ)</i>	<i>Snorri Helgason (FTT)</i>
<i>Logi Pedro Stefánsson (FTT)</i>	<i>Þuríður Jónsdóttir (TÍ)</i>
<i>Magnús Jóhann Ragnarsson (utan féлага)</i>	

These are the members of the Representative Body of STEF 2022 – 2024 in addition to the chairmen of the member societies, Bragi Valdimar Skúlason (FTT) and Pórunn Gréta Sigurðardóttir (TÍ). At the Annual General Meeting of the Representative Body on May 25th next year, the new Representative Body will elect a chairman and resultantly a new Board of STEF for the coming two years.

## ***Revision of Distribution Rules – “General Committee”***

During the last semesters, a special committee has been operating within STEF, which was established by the board of the society, with the purpose of revising the distribution rules and bringing them up to date, inter alia, with reference to new technology and data processing. The committee has been operating under the name “General Committee” and is composed of three specially selected parties, who are all fully proven and familiar with the mechanism and regulatory environment of STEF; Aðalsteinn Ásberg Sigurðsson, Óttarr Proppé, and Atli Ingólfsson. Guðrún Björk, Managing Director will be of assistance to them.

At a policy making meeting of the Board of STEF last October, the committee presented the results of its work, both new distribution rules, as well as some possibilities regarding the classification system of STEF. Resultantly, the committee presented its work to the Representative Body last December with the purpose of providing the members with time to contemplate until the Annual General Meeting this spring. As it happened, new distribution rules will be presented at the Annual General Meeting of the Representative Body on May 25th as well as propositions regarding the classification system which the Representative Body will consider and vote between.



## ***Increased Income from Streaming Services***

Despite a downturn in specific distribution categories due to the impact of COVID-19, the year 2021 did not turn out to be all bad. Income from streaming services increased considerably e.g., compared to former years. The increase can be traced to a new agreement which Polaris Hub negotiated firsthand with streaming services, such as Spotify, on behalf of STEF and other sister societies. The agreement guarantees direct payments to STEF for streaming Icelandic music in all Europe and elsewhere.

The income of the members of STEF has also been increasing through Apple Music. Of the European countries, Icelandic music is most streamed in Germany and the UK. The Netherlands, Sweden, Norway, and Denmark follow.

## ***“Music Centre” in the Making***

One of the issues which the government presented at the end of the year 2020 as a supportive measure regarding COVID-19 for the development of culture and arts, was the establishment of a Music Centre which could become parallel to a Film Centre. Resultantly, a work group on the Music Centre was appointed with the intent of studying the environment of the Icelandic music sector, observe how funds could be united and cut down, in addition to defining the role and framework of a special Music Centre. The work group, which is led by Jakob Frímánn Magnússon, delivered an informative report in March 2021.

Based on the report, the new Minister of Culture, Lilja Alfreðsdóttir, hired a new project manager, Bryndís Jónatansdóttir, for a six-month period, with the intent of preparing the establishment of the Centre. It is a pleasure to reveal that preparations are going well, and it is estimated that the center will start operations at the turn of next year (2022-2023). The center has been secured operating funds for the next three years. ÚTÓN (Iceland Music Export Fund) as we know it now, will then merge into the Centre, along with the operations of the Iceland Music Information Centre. A special department is, furthermore, estimated to handle services to domestic music activities, which is a novelty. The funds, which are presently kept by Rannís, will be transferred to the Centre and work on their reorganization and financing is also under way.

STEF has taken part in this groundwork with the participation in a consultation group which was established in aid of the project manager. Relating to this work, STEF was also offered to take part in the preparation of making a new music policy, as hitherto there has been no coherent music policy in Iceland.



## ***New Agreement with RÚV Under Way***

A new and updated agreement with RÚV has been waited for some time. It can be announced that it is now under way, after some discussions to and fro. Discussions on key issues, or the pricing of the license of STEF, did not return acceptable results and the case has thus been referred to a complaints board according to Copyright Act Article 57. The committee has been appointed and court proceedings are about to begin. An agreement on a few other issues has, however, been reached, inter alia, clearer provisions on synchronization, on electronic media, and on concerts on behalf of RÚV, which will be paid for specifically.



## ***New Agreement with Harpa***

On the tenth anniversary of Harpa, a milestone agreement of STEF, with this important conference and concert hall belonging to us Icelanders, was announced. As of September 1st, 2021, Harpa has handled the collection of copyright fees regarding events which take place there, according to the tariff of STEF at each time. This refers to concerts, as well as events such as annual celebrations etc. Exempt from this arrangement are the Icelandic Opera, the *Iceland Symphony Orchestra*, *Múlinn Jazz Club*, and the *Reykjavík Big Band*, as there are presently special agreements in force with STEF.

The new agreement does however not apply to stage works which fall under so called grand rights, as STEF does generally not have agency to negotiate on the production of such works. Concert promoters are, however, still liable for returning playlists to STEF, with the purpose of discerning for which authors the payment is intended.

STEF is overjoyed with the agreement which involves a great deal of convenience, in addition to guaranteeing authors prompt payments for music performed in Harpa.

## ***"Minor-Sync" Licenses for smaller Projects***

"Syncing" (short for "synchronisation") refers to connecting music with motion pictures (films/TV etc.). When doing so, producers must be mindful of author's rights and need to obtain the relevant license for the use of the given works.

To meet the ever-growing demands of companies and individuals of licenses regarding smaller projects, STEF began last year to offer such "minor-sync" licenses, for a moderate fee, which were then given parallel to a license for a public performance, but previously, such a sync-license was under the aegis of NCB in Denmark. Examples of smaller projects are company presentations, educational projects, artistic projects or other smaller projects which do not fall directly under the category of television or film production.

Further information on minor-sync licenses can be found on the website of STEF ([www.stef.is](http://www.stef.is)).

## ***New Agreement with Icelandair***

A new agreement with Icelandair was signed last autumn. The agreement involves considerable increase in payment from Icelandair. The company also intends to start a special promotional effort for Icelandic music. Only Icelandic playlists will be played in their entertainment system during a specific period. The agreement also involves the participation of Icelandair in The Day of Icelandic Music through a grant to the winners of the Export Awards which are presented that day.



## ***The "Wind in the Sails" (Vindur í seglum) Project***

In the year 2020, STEF launched an experimental project titled Wind in the Sails, which involved offering inexperienced female authors, or authors of gender minorities, assistance in presenting their ideas, with the help of mentors. Three participants were selected from the group of applicants. The participants came together in August 2021 with a few of the mentors and went over the results and output. The project was considered a success and will in all probability be repeated. Following are comments of the participants who have now all released new songs.

*"It was a great opportunity and honor to be selected. I got to work with and get advice from experienced people in the business which is valuable for women in music who are taking their first steps." - Valdís Valbjörnsdóttir*

*"I got to know new aspects of the music industry and got insight into the world backstage. This was also a fun opportunity to work with and get to know some of the people I have looked up to in the past. Encouraging, educational, and inspirational." – Fríða Hansen*

*"I got to know the music world better and good people who were prepared to give me advice on how it works." – Lexzi*



Participants and mentors come together

## ***Change in the Rules of the Travel Fund***

The travel fund of STEF has now opened for applications for the agents of authors who wish to accompany them on tours, or for networking, as there are arguments that indicate that the tour can increase the income of the author in question through STEF.

## ***The Music Fund of the Church & STEF***

The Day of Church Music was held on April 2nd, 2022. On that occasion, the charter was signed establishing a new Music Fund of the Church and STEF, which is however based on the foundation of an older Musical Education Fund of the Church which also received contributions from STEF. The main difference is that the new fund is established based on these two parties and without the participation of the State. A new board of the fund has been established which has already opened for applications.

The first project of the fund was to award two authors a well-deserved reward for their contribution to church music in Iceland: Sigurður Flosason, Aðalsteinn Ásberg, and Sigurður Sævarsson. Hörður Áskelsson also received a special honorary award, Liljan (The Lily), which the fund will award annually in the future.

## ***Minimum Distribution Amount Reduced***

An unusually large number of right holders received NCB/NMP distributions last autumn. The amounts were, however in many instances very low, much lower than usually, so very much that they caused laughter and raised questions in the social media. The reason is that last summer, the Board of STEF made the decision to reduce the number of minimum distributions and thus rid the system of many thousands of very low amounts which had been "on hold" and were a burden to the system.



# EXTERNALITIES

## *COVID-19: Impact and Progress*

It should come as no surprise that the impact of COVID-19 has been continual from the very beginning of the pandemic. It was, however, possible to make some improvements during the period 2021-2022, inter alia, with pressure from the Music Industry Consultation Group which made its presence felt quite clearly. As an example, the group fought for changes in gathering restrictions, with the aim of being permitted to hold bigger events with the use of rapid COVID tests.

In October, a newspaper article was published on the restoration of musical life after the pandemic. At the same time, STEF sent a letter, on behalf of the group, both to the Prime Minister and Minister of Education and Culture, requesting various measures for such restoration.

While most countries, to which Iceland wants to compare itself, announced giant contributions to culture and have indemnified musicians to a great extent for the loss they suffered during the pandemic, nothing was heard from the Icelandic government. According to a report from BHM (Confederation of University Graduates), published 2021, there had been a great reduction in total payments in culturally related industries during the past years; the pandemic had had much greater impact on cultural industries than other industries, and there had e.g., been a 25% decrease in jobs within the cultural sector from the year 2008.

The Consultation Group proposed the following measures:

- Direct financial support to the music sector for indemnifying its evident income loss.
- Direct financial support to performers, producers, and songwriters to indemnify their income loss through STEF and SFH (Society of Performers and Producers).
- Considerable support to the Export Fund of Icelandic Music (ÚTON), and a current transfer, as well as making an agreement to that effect, as ÚTON has currently no agreement.
- Considerable support to the Recording Fund.
- Considerable support to the Music Fund.
- Reorganization and increase of artist stipends, with the intention of making the division between art forms reflect better the number of jobs within each art form, as well as the necessity of increasing the amount of the artist stipends in accordance with the general wage development.
- The report of the committee of the establishment of the Music Centre be followed out and specific steps taken towards its establishment.
- Refund ratio for the release of records in Iceland be increased to 35% (from 25%), at least temporarily.



## People in Authority open their Ears

Pursuant to some letter writing to the government, representatives of the consultation group had a meeting with the Prime Minister where the position of the music sector was reviewed, considering the ongoing gathering restrictions and that the sector had suffered a greater loss than any other industry. It, however, came as some disappointment when, only a few days later, a finance bill was published, where the music sector was cheated out of its rightful share, and that despite all the sweet-talk, there was e.g., a reduction in the contribution to the Music Fund, ÚTON, and Recording Fund.

The Consultation Group reacted swiftly to the bill and sent a comment to the Budget Committee where the finance bill was criticized. A letter was also sent to the Minister of Culture and Education, Lilja Alfreðsdóttir, which was a powerful plea for changes of the bill and measures to restore Icelandic music life.

Representatives of the Consultation Group resultantly had a meeting with the Minister and afterwards sent her propositions of specific solutions. The letter contained a plea for direct grants to right holders of music through STEF and SFH, in line with measures made abroad.



The Consultation Group meets with the Prime Minister

## Finally, a Specific COVID-Contribution from the Government



At the end of January 2022, the government approved specific economic measures in support of the cultural sector considering the prolonged negative impact of the coronavirus pandemic. These measures consisted of an ISK 450 million resistance measures for the benefit of the music and stage arts sectors. Thereof was an ISK 150 million contribution to STEF, especially intended for compensating the loss of income due to gathering restrictions which made it more or less impossible for

musicians to perform for a period of two years (2020-2022). This income decreased by 80% between the years 2019-2020 and to the same extent in the year 2021, regarding the year 2020.

The ministry requested that STEF prepare a draft of rules for the distribution of the compensation payment. These rules were approved by the Board of STEF and the ministry in February. It was decided that the distribution be based on the amounts which the members of STEF had received on average annually for the performance of works on concerts during a specific reference period (2016-2019). If the person concerned had however received some distribution for performances in the years 2020 and 2021, that amount was subtracted from the specific distribution amount. A special rule was made for new members of STEF (registered 2018 or later), who needed however to have received a minimum of ISK 3.000 in the years 2019-2021 to gain part in this distribution.

This specific distribution took place on May 19th, 2022. Distributions were made to a total of 504 individuals according to the distributions mentioned below. The average of the distributions was about ISK 280.000. A total of 33 individuals received distributions amounting to over ISK one million and five individuals exceeded the maximum distribution (ISK 2 million). New members, who received distributions according to the rule, were a total of 38 individuals.

Further information on the special rules can be found on the website of STEF.

## ***Music Venue Recovery Fund***

STEF participated in financing the Music Venue Recovery Fund in Reykjavík with a contribution of ISK 5.00.000. Distributions were made from the fund last summer and 12 venues received grants (14 applications were made for a total of ISK 18 million). Grant recipients supply one fourth of the total cost. A total of little less than ISK 7 million was distributed.

## ***Law on TLD – Top Level Domain***

STEF has for a long time fought for, along with other Icelandic collective management organizations, that laws be made on top level domains. Now it has finally happened to the approval of right holders. With the laws, it will e.g., be easier than before to close a domain, if it is used to distribute illegal material (as when material protected by copyright is distributed without license).

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## MISCELLANEOUS

### *Daði Freyr Received the Langspil Award 2021*

In view of the COVID-circumstances, the presentation of STEF's Langspil Awards had to be postponed until July. This was the seventh time this award was presented. The recipient is the author whom STEF believes to have excelled and made a noteworthy success during the preceding year. The prize object is an excellent Icelandic historic string instrument, called langspil, which is specially made each year by the gifted handy worker, Jón Sigurðsson from Þingeyri.

The recipient of the Langspil 2021 was Daði Freyr Pétursson. He first caught attention when he was elected "The Electric Brain of the Year" at the annual music competition Music Experiment (Músiktilraunir) 2012, where he appeared with the band RetRoBot. Daði, on the other hand became a star when he took part in the Icelandic Television Song Contest with the song "Hvað með þáð/Is this Love?" which he performed with the band Gagnamagnið. He came second after Svala Björgvinsdóttir who won with the song "Paper".

Daði Freyr and Gagnamagnið took part in the contest again the year 2020 and won with the song "Think about Things". Due to the COVID-19 pandemic, Eurovision was not held that year, for the first time in the history of the competition. It was commonly said that Daði's song had had a very good chance of winning, if the contest had been held. Last year, Daði and Gagnamagnið represented Iceland in the Eurovision Song Contest with the song "Ten Years". The group came in fourth place, without however appearing on stage, as members of the group had been infected by COVID.

It is worth mentioning that the song "Think about Things" received world fame and was e.g., included in Time's Top Ten Best Songs of 2020. The song has now been streamed over 110 million times on Spotify. The song "10 Years" has also been successful and has reached over 30 million streams. Daði has recently held a few successful concerts in Europe. This is an excellent result and the Langspil Award he received was very well deserved.



### *Margrét Rán Received the Langspil Award 2022*



The recipient of the Langspil Award this year was Margrét Rán Magnúsdóttir. She received the Langspil at a ceremony held in Laufásvegur on May 13th, on the same occasion as when the Recording- and Music Sheet grants were given.

Margrét Rán was one of the founders of the group Vök in the year 2013 when the group won the Music Experiment competition. Vök has since then made a name for itself for a dreamlike and stratified sound world, where electro and indie pop are mixed.

Vök has released two singles and two LPs. The latest record, In the Dark, was elected the record of the year at the Icelandic Music Awards 2019. On the same occasion, Margrét Rán was elected the songwriter and the female singer of the year. The group received a total of eight nominations that year. Vök has held concerts worldwide and has received a gradually

increasing success abroad.

Margrét is currently a member of the tenacious dance band GusGus and has recently also made a niche for herself as a film composer. Her score to the television series Fangar (Prisoners) and the documentary, A Song Called Hate, has received well deserved attention.

It has been particularly enjoyable to follow her career and success and Margrét is a very well-deserved recipient of the Langspil Award of STEF.



## Day of Icelandic Music



The Day of Icelandic Music was celebrated on December 1st, 2021. A COVID-celebration, attended by few, was held in Iðnó on this occasion.

The recipient of the honorary award, *Litla Flugan*, was *Arnar Eggert Thoroddsen*. Arnar has lived and worked in the world of music from a young age, through his work as a journalist for a long period of time, and as a music critic in newspapers as, well as on the radio. He has also been a member of the various panels of judges, e.g., in connection with the Music Experiment contest and the Icelandic Music Awards.

The *Innovation Award* was received by *Unnur Sara Eldjárn*, who has for the past semesters been an instructor and shared her knowledge in the marketing of music on streaming services.

The *Export Award* of the year was presented to *Record in Iceland* for a promotional campaign which involves encouraging musicians all over the world to record in Iceland.

During the last years, parties who have been of support to Icelandic music have received the award *Glugginn*, and this year the music venue, *Græni hatturinn*, in Akureyri, received the award.

A special incentive award was presented to the project *Stelpur rokka! (Girls Rock!)*, a rock camp for young girls which was established in the year 2012.

According to custom, three Icelandic songs were performed at the ceremony: *Pakklæti* by *Magnús Kjartansson*, *Stúlkan* by *Þorvaldur B. Þorvaldsson* and *Andrea Gylfadóttir*, and *Allra veðra von* by *Tryggvi Heiðar Gígjuson*.

## The Icelandic Music Awards

The Icelandic Music Awards were ceremoniously presented in Harpa on March 30th, 2022. This time, it was much more of an event than it had been the year before when the recipients received their trophies privately due to COVID. The groups *Monotown* and *Flott, Birnir* and *Briet* all re-ceived two awards. Among other recipients were *John Grant*, and *Herdís Anna Jónsdóttir* (song of the year), *GusGus* (record of the year/pop), *Teitur Magnússon* (lyricist of the year), *Víkingur Heiðar Jónsson* and *Magnús Trygvason Eliassen* (performers of the year) and *Emiliana Torrini* and *Markéta Irglová* received a trophy for the composition of the year. The honorary award of the year went to *Anna Guðný Guðmundsdóttir*, pianist.



ÍSLENSKU  
TÓNLISTARVERÐLAUNIN

## ***The Nordic Film Composers Award 2022***

*The Nordic Film Composers Award* was presented in Berlin on February 12th. On behalf of Iceland, *Tóti Guðnason* was nominated for the scores to the film *Dýrið*. Considering COVID, it was not possible to hold a proper prize award festival this year, but it was decided that each member country of the award hold a small “festival” in its home country. STEF therefore invited a few film composers to an event held at STEF’s headquarters Laufásvegur 40, where there was a direct streaming of the presentation of the awards.

The recipient of the awards this year was the Finnish, *Sanna Salmenkallio*, for the score to the film *AALTO*, which is about the Finnish architect, Alvaro Aalto, who inter alia designed the Nordic House in Reykjavik. It just so happens, that the *Tónabíó Symposium* was held in the very same venue, as will be discussed later in the report.

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# EVENTS, WORKSHOPS & AND OTHER FUNCTIONS

## *Workshop with Music Publishers*

STEF and ÚTON held a workshop on June 13th, 2021, where the basic issues regarding publishers were discussed. The workshop offered lectures, panel discussions, personal accounts, as well as an exercise for participants, led by Elísabet Lorange, specialist in art therapy, which involved finding paths in the world of music publishers. The event was so well attended that it was sold out and a waiting list was created.

## *Song Writing Camp: Nordic LA*

In June 2021, *Sigríður Ósk Hrafnkelsdóttir* (aka *Sigga Ózk*), *Guðrún Ýr Eyfjörð* (aka *GDRN*), and *Baldvin Snær Hlynsson*, took part in a composition camp, *NordicLA Pop Camp* with a grant from STEF. This time, the camp was held online, and as the name indicates, the focus was on pop music. The comment below from one of the participants follows just for fun: "I have written one song with my groups and have met many new coworkers in Europe and California. Interactive lectures made by people with a great deal of experience were also on offer which was very fun and rewarding".

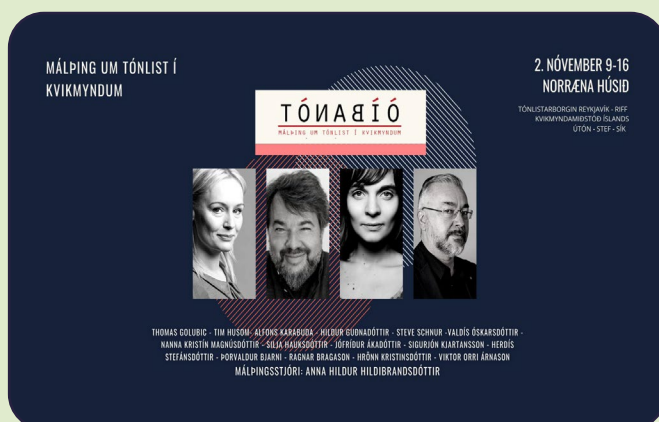
STEF also supported the authors *Davíð Þór Jónsson* and *Kristján Sturla Bjarnason* for their participation in the *NordicLA Score Camp* which was held during the period of 13. – 17. September, also online. This camp involved music creation for films and television series. Unfortunately, *Davíð Þór* had to quit his participation at the last moment for personal reasons. The previous year, the authors *Egill Eðvarðsson* and *Úlfur Eldjárn* had participated in a similar camp at NordicLA, of which they spoke highly.

## *The Music Export Poland Composition Camp*

STEF supported two members, *Sævar Helgi Jóhannsson* and *Eðvarð Egilsson*, for their participation in the *Music Export Poland – SyncCamp*, which was held during the period of October 3.-8. in Sopot, Poland. The focus there was on compositions for real projects, but the compositions were nearly all for films and commercials. Music supervisors were on the scene and connected the music to the various projects. An emphasis was placed on group work and networking. STEF's *Travelling Fund* paid for the flights of the participants, but lodgings and other expenses were paid by the holders.

The Icelandic participants were very satisfied with the tour and one of them sent the following comment to STEF:

*"I just wanted to thank STEF for offering us to participate in the SynCamp in Poland. This was an unbelievable and rewarding experience where we were able to make good connections! Thank you so much!"*



## *Tónabíó – Symposium on Film Music*

On November 2nd 2021 a symposium was held on film music, under the heading *Tónabíó*. The symposium was a collaborative project between STEF, ÚTON, Reykjavík Music City, RIFF, Icelandic Film Centre, and SÍK. Specialists in the field arrived in the country and shared their knowledge. Among them were *Thomas Golubic*, music consultant for a TV station in the States, *Alfons Karabuda*, President of ECSA (European

Composer and Songwriter Alliance), and the President of IMC (International Music Council), Tim Husom, former agent of the late Jóhann Jóhannsson, and Steve Schnur, the President of music for Electronic Arts (EA), who spoke with Hildur Guðnadóttir, to mention but a few. The following day, STEF, in collaboration with ÚTON, offered a masterclass with Thomas Gulobic who is inter alia known for music consultancy in the *Breaking Bad* series.

## *Speed Dating with Music Publishers*

On November 4th 2021 STEF, in collaboration with ÚTON, offered networking meetings with music publishers, where members of STEF got the opportunity to have “speed dating” with foreign publishers who were in Iceland in connection with the *Airwaves Festival*. Participants could choose between six publishers who can be said each to have their own special field. A total of 24 authors attended these meetings, each publisher met about six authors, so in all 36 short but very informative meetings took place that afternoon, where authors got the opportunity to present their music and receive special consultation.

## *K-Pop Song Writing Camp*



The period between March 10.-13. 2022 STEF collaborated with ÚTÓN in holding song writing camps in Iceland, along with and with the support of *EKKO Music Rights Europe*, which is a music publisher in Sweden, who specializes in production and distribution for the pop music market in Asia, mainly South Korea, where the so-called K-Pop reigns supreme. This market distinguishes itself in various ways from other main markets, as it is very specialized and tailored to the local mainstream culture. A select group of Icelandic songwriters and producers took part in the camps, in addition to representatives from EKKO who handled supervision.

The day before the camps started, STEF and ÚTÓN held an open promotional meeting on the K-Pop market, where Robin Jenssen, CEO and Co-founder of EKKO, presented the operation and gave those present an insight into the pop culture in the east and this special, popular music trend. EKKO has succeeded in getting several songs on top lists in Korea and Robin has been nominated several times for his accomplishments at music award festivals. This promotional meeting was open to all.

The camps were a great success, and the participants were unanimous in their satisfaction with this rewarding and creative enterprise. On the final day, the participants and those in charge gathered and listened to the results, i.e., the songs that had been written there. A special guest on this occasion was Lilja Dögg Alfreðsdóttir, Minister of Culture and Education, who addressed the meeting. She was very pleased with the results and specially mentioned that music was a top priority of hers at the moment and she made a conditional promise of a considerable increase in support to music during the current election period.

On this occasion, the Managing Director of STEF gave an interview which raised quite some attention. This can be read here. This can be read [here](#).

## *“Hits Making”*

On May 5<sup>th</sup> 2022, STEF and ÚTÓN held a course in pop music composition. This was an independent continuation of a similar course which was held in the year 2019 and was considered a success.

Instructors this time were *Hildur Kristín Stefánsdóttir* and *Pálmi Ragnar Ásgeirsson*, who have both had, in recent years, successful careers in the pop industry, Hildur mostly as a songwriter and performer, and Pálmi as a songwriter and producer. The course was mainly on an advisory level as the instructors shared their experiences and gave advice to the extent possible.



## *„Cue Sheet“ > What? How? Why?*

On May 17<sup>th</sup> 2022 STEF held a course for the producers of films and television material regarding the making of cue sheets. A cue sheet is a standard document that comes with television movies and films and has information on all the music which is used in the film/series, both in the foreground and the background. It is VERY important that producers make and send such documents in the proper manner, because if they do not, there is danger that the right holders will not receive their lawful payments for public performance. *Sindri*

*Magnússon*, the *Member Service Manager* of STEF and specialist in these matters, informed the members of the meeting about this important issue and gave guidance.

## *Educational Conferences in the East and in Ísafjörður*

On November 11<sup>th</sup> 2021 the *Fjardarbyggð Cultural Office* (Music Center of Eastern Iceland) and STEF held an educational conference in *Eskifjörður*. The purpose was to meet musicians in the eastern part of Iceland and give information about the operations of STEF, with a special emphasis on streaming services. The meeting, which was chaired by *Guðrún Björk Bjarnadóttir*, *Managing Director* of STEF, was well attended and a there was a great deal of discussions on the issue. On April 28<sup>th</sup> a same kind of conference was held in *Ísafjörður*, where *Bergrós Halla Gunnarsdóttir*, member of STEF's personnel, chaired the meeting and discussed the income flow of streaming services and cash flow regarding music in films and television series, among other things.

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## RELATED SOCIETIES, COMMITTEES & COUNCILS

- STEF is a member of IHM (the Right Holders' Collecting Society) which is an interest organisation of 11 collective management organisations handling collection and distribution of fees regarding private copying, as well as fees for TV broadcasting. Members of the Board of IHM are, on behalf of STEF, *Guðrún Björk Bjarnadóttir* and *Hjörtur Ingvi Jóhannsson* and *Bragi Valdimar Skúlason*, as a member of the Representative Board of IHM.
- STEF is a member of Fjölís (the International Federation of Reproduction Rights Organisations), which is an interest organisation of seven collective management organisations representing right holders of works enjoying copyright protection and which are used by photocopying, scanning, electronic copying, or other comparable copying. *Páll Ragnar Pálsson* is a member of the Board of Fjölís on behalf of STEF. *Guðrún Björk Bjarnadóttir* is a member of the Representative Body of Fjölís.
- STEF is a member of ÚTÓN (Iceland Music Export Fund). *Páll Ragnar Pálsson* is a member of the Board of ÚTÓN on behalf of STEF.
- STEF is a member of Samtónn (the Icelandic Music Association) which is a co-operating forum for STEF and SFH (the Society of Performers and Record Producers). The major projects of Samtónn are holding The Icelandic Music Awards (ÍTV) and The Day of Icelandic Music (DÍT). The representatives of STEF in the Board of Samtónn are *Guðrún Björk Bjarnadóttir* and *Pórunn Gréta Sigurðardóttir*, in addition to *Bragi Valdimar Skúlason*. The manager of ÍTV and DÍT is *Kristján Freyr Halldórsson*.
- Members of the Recording Fund of STEF are *Aðalsteinn Ásberg Sigurðsson*, *Oliver Kentish*, *Ragnheiður Gröndal* and *Arnar Freyr Frostason*.
- Members of the Music Sheet Fund of STEF are *Tryggvi M. Baldvinsson*, *Gunnar Þórðarson*, *Hafðís Bjarnadóttir* and *Úlfar Ingi Haraldsson*.
- Members of the Travel Fund of STEF are *Lárus Grímsson* and *Rósa Birgitta Ísfeld*.
- Members of the Composers' Fund of RÚV and STEF are, on behalf of STEF, *Védís Hervör Árnadóttir* and *Tryggvi M. Baldvinsson*. The Manager of RÚV is also a member. Alternates are *Hallur Ingólfsson* and *Pórunn Ósk Marinósdóttir*.
- Members of the Composers' Fund of Bylgjan and Stöð, 2 on behalf of STEF, are *Bragi Valdimar Skúlason* and *Pórunn Gréta Sigurðardóttir*. The Manager of Sýn is also a member.
- Members of the Musical Education Fund of the Church on behalf of STEF are *Hilmar Örn Agnarsson* and *Hildigunnur Rúnarsdóttir* is his Alternate.
- Members of the Copyright Council on behalf of STEF is *Karólína Eiríksdóttir*. Her Alternate is *Óttarr Proppé*.
- Members of the Icelandic Selection Committee for The Nordic Film Composer Award are *Pétur S. Jónsson*, *Hilmar Oddsson*, *Margrét Örnólfsdóttir*, *Hilmar Örn Hilmarsson* and *Guðrún Björk Bjarnadóttir*. STEF handles the administration of these awards on behalf of Iceland.
- The assessors of STEF are *Hallur Ingólfsson* and *Ingi Garðar Erlendsson*.
- There are three subcommittees regarding the distributions and their members were:  
The Evergreen Committee: *Aðalsteinn Ásberg Sigurðsson*, *Árni Harðarson* and *Lára Rúnarsdóttir*.  
The DMB-Committee (dance, gatherings, background music): *Hreimur Örn Heimisson*, *Stefanía Svavarsdóttir* and *Sveinbjörn Pálsson*.  
Committee on ecclesiastical ceremonies: *Óskar Einarsson*, *Regína Ósk Óskarsdóttir* and *Pórir Úlfarsson*.
- Members of the committee on equal rights are: *Hera Björk Þórhallsdóttir*, *Halldór Smáráson*, *Lára Rúnarsdóttir* and *Jakob Frímann Magnússon*.

# STEF's Cultural Fund

STEF supports domestic cultural activities in the various ways through the Cultural Fund of STEF. It is, however, not possible to apply for grants to this fund, but it supports set projects according to decisions made by the Board of STEF each time. In accordance with STEF 's Articles of Association, the funds which the society collects shall primarily be spent on public fees and then on all operational costs. Up to 10% of the domestic income which remains shall be paid to STEF 's Cultural Fund, according to a more extensive decision of the Annual General Meeting of the Representative Board of the society. The decision of the Annual General Meeting of the Representative Body authorises an annual distribution from that fund to operations of STEF 's member societies. The societies shall have an equal right to distributions, as the funds are indeed spent on comparable activities. All disposal of fees from the Cultural Fund shall be transparent and specified in the Financial Statement of the society. The member societies shall make special statements on the disposals of their distribution fees.

Contributions to the Cultural Fund amounted to 35 million ISK in the year 2021 and the amount remained the same between years. Distributions from the cultural contribution amounted to 7.058.004 ISK to each member society, the The Icelandic Society of Authors & Composers (FTT) and the Icelandic Composers Society (TÍ). Their report on the disposal of the contribution can be found below.

The use of fees from the Cultural Fund is specified in the Financial Statement and is as follows:

<b>Cultural Fund:</b>	<b>2021</b>	<b>2020</b>
Balance at the beginning of the year	2.443.254	4.842.412
Contribution of STEF	35.000.000	35.000.000
For distribution	37.443.254	39.842.412
Contribution to TÍ	7.058.004	7.058.004
Contribution to FTT	7.058.004	7.058.004
Contribution regarding Samtónn	957.033	1.049.169
Contribution regarding Day of Icelandic Music	842.063	477.270
Contribution regarding Iceland Music Awards	5.172.990	4.817.749
Contribution regarding Export Fund of Icelandic Music	0	1.500.000
Contribution regarding ÚTÓN	1.580.000	1.825.000
Contribution to Recording Fund	6.000.000	6.000.000
Grants of the Board	1.200.000	350.000
Other contributions and cost participation	485.132	7.263.962
<b>Distributed during the year:</b>	<b>30.353.226</b>	<b>37.399.158</b>
<b>Financials at the end of the year:</b>	<b>7.090.028</b>	<b>2.443.254</b>

# DISPOSAL OF STEF'S CULTURAL CONTRIBUTION ON BEHALF OF THE MEMBER SOCIETIES 2021

*Report from The Icelandic Society of Authors & Composers (FTT)*

STEF's cultural contribution:	7.058.004	Expenses:	
		Meeting and transaction cost	5.497.269
		Entertainment allowance and gifts	1.161.549
		Dues and membership fees	59.650
		Solvent tools and equipment	264.500
		Telephone and office cost	25.071
		Operations and website computer	117.361
		Bookkeeping assistance	313.927
		Other expenses	310.000
		Meeting and transaction cost	76.582
		Total:	7.825.909

STEF's cultural contribution to the Icelandic Society of Authors & Composers (FTT) can be seen above. Office operations are most prominent, but also hosting of the website and its administration, as well as the bookkeeping expenses and making of the financial statement, et al. FTT is a member of societies such as BÍL and ECSA and pays the relevant membership fees. All travel expenses have been minimal due to the pandemic.

The members of the Board of FTT during the year 2021 were Bragi Valdimar Skúlason, Chair-man, Védís Hervör Árnadóttir Vice-Chairman, Andri Ólafsson, Sóley Stefánsdóttir, and Samúel Jón Samúelsson. Alternates were Ragnheiður Gröndal and Hallur Ingólfsson. The society fights for the interests of its members in many fields: within the administration, in the mass media and broadcast media, in addition to taking part in Nordic and European collaboration of sister societies.

Most of the regular social activities of FTT were cancelled. The annual garden party, which is usually held late in September, was called off because of the gathering ban and the same applies to the Singing Workshop of FTT. All these events will be rekindled and empowered in the new year. The impact of COVID-19 on the operations of the society continued to be noticeable and the representatives of the society made quite an effort, in collaboration with a group of co-working musicians, in discussions with the authorities on corrective actions. The society gave consultancy to its members regarding grant applications and foothold- and income loss grants. The society also had a direct conversation with the authorities on rebooting the music life and making up for the songwriters' loss of income regarding concerts. In this connection, it is also worth mentioning the prearrangements for the new Music Centre which is finally becoming a reality.

The annual NPU convention of the Nordic sister societies of FTT was held in Reykjavík in November and attended beyond expectations. At the same time, it was the biggest single event of the society during the year as other events were cancelled because of the pandemic. Well over twenty songwriters from the Nordic countries came to Iceland and held meetings with their Icelandic colleagues which lasted two days. The various forms of entertainment were also offered to the guests and an abundance of Icelandic music!



## *Report from The Icelandic Composers Society (TÍ)*

STEF's cultural contribution to the Icelandic Composers Society is, for the most part, disposed to daily operations of TÍ, e.g., expenses for housing a website, expenses for bookkeeping and making financial statements, general office expenses, expenses for international collaboration, expenses for having a Board and paying directors' fees to the Chairman. The Composers Society takes part in the various committee work within the life of music, both on its own behalf and through its membership in societies with a wider reference, such as BÍL- Federation of Icelandic Artists.

### **Social Activities**

Gunnhildur Einarsdóttir was employed as the Managing Director of the society as of June 14th, 2021, with an employment ratio of 20%, and superseded Signý Leifsdóttir. As the year went on, general activities of the society came to life after the pandemic. The operations of the society during the year were, however, characterised to a great extent by meetings with public parties regarding the consequences of the disinfection measures for the music life. Restrictions of concerts had a considerable impact on the members of the Icelandic Composers Society as the sector of classical and contemporary music thrives mainly on live performances.

### **Dark Music Days**

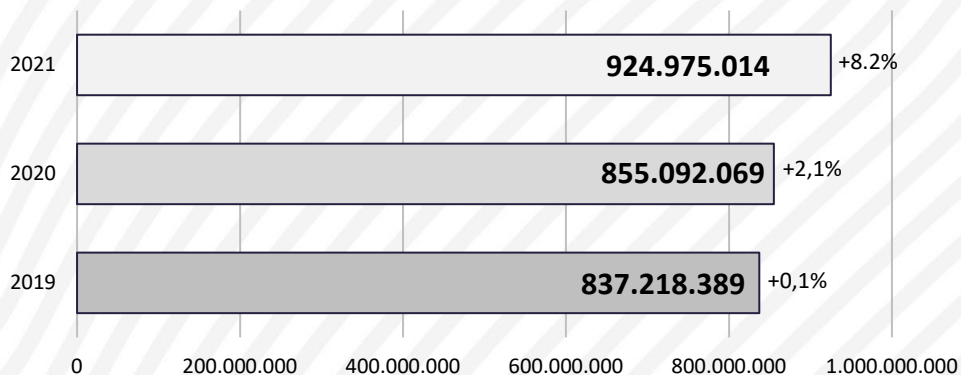
Dark Music Days 2021 were postponed due to the pandemic, apart from one event which was held without an audience via streaming in April, whereas the Dark Music Days are normally held at the end of January each year. The Artistic Director of Dark Music Days is Ásmundur Jónsson and the Managing Director is Ása Fanney Gestsdóttir.

### **International Collaboration**

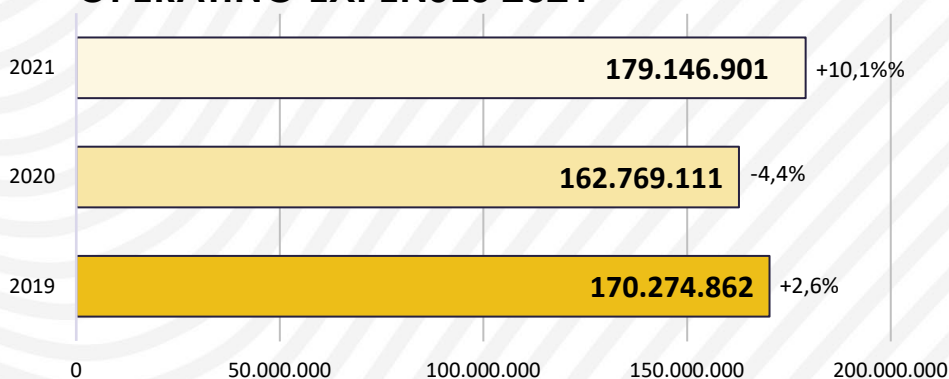
The Icelandic Composers Society is a member of the Nordic Composers Council (NCC) which holds the Nordic Music Days Festival. The festival is alternately held in the member countries. As a rule, NCC holds four meetings a year, once in connection with the Nordic Music Days and three times apart from that. The Nordic Days Festival was planned to be held in Iceland in the year 2021, but because of COVID-19 it was postponed for a year and will be held in the period of October 11-15, 2022. The Artistic Director of the festival is Tinna Þorsteinsdóttir and the Managing Director is Gunnhildur Einarsdóttir. For further information see [www.nordicmusicdays.org](http://www.nordicmusicdays.org). The Icelandic Composers Society is also a member of ISCM, the International Society for Contemporary Music, which holds the World New Music Days festival. It is an annual festival which is held each time in collaboration with some of the member countries. The choice regarding the location of the festival is based on applications from the member countries. The Annual General Meeting of ISCM is held parallel to the festival. Each member country has the right to send two representatives to the Annual General Meeting, one with a full right to vote and another with an observer status and the right to express an opinion. Furthermore, each member country has the right to present one composer at the festival who thereby gains the opportunity to have one of his/her works performed at the festival and obtains a full right to participate in all the events. This festival has offered many composers an important opportunity to create a further area of work for themselves abroad. World New Music Days was postponed in the year 2021 because of the pandemic.

## A FEW KEY FIGURES FORM THE 2021 FINANCIAL STATEMENT

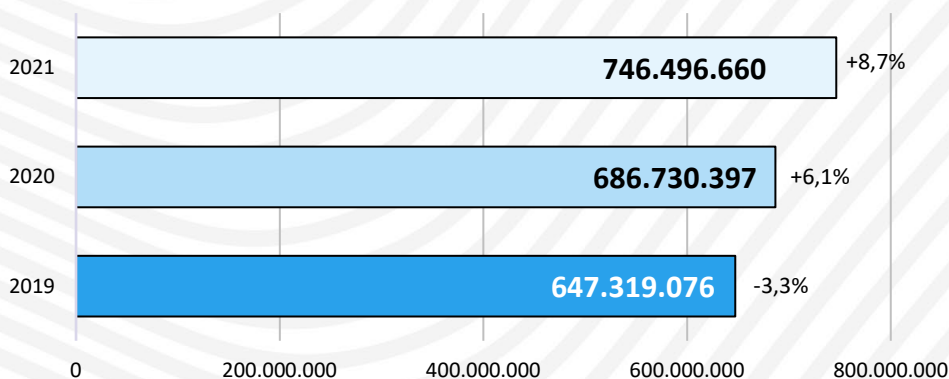
### OPERATING INCOME 2021



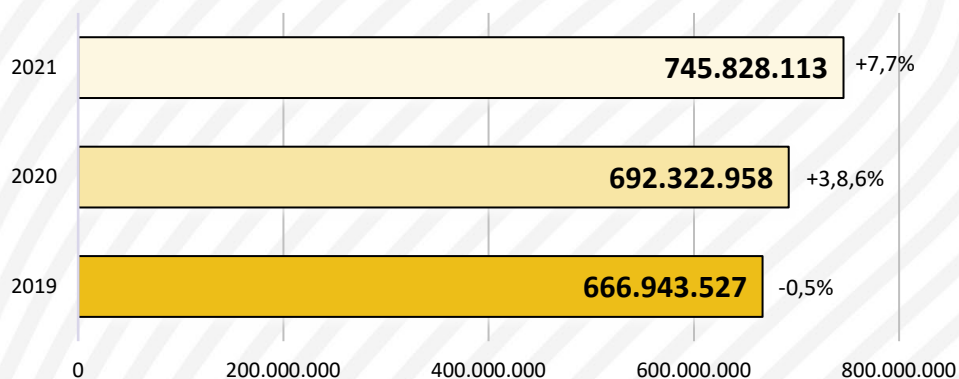
### OPERATING EXPENSES 2021



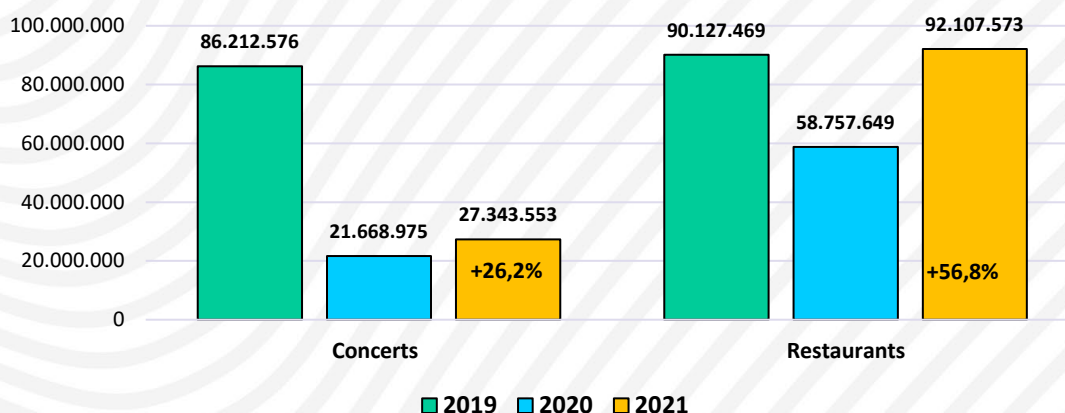
### NET INCOME OF THE YEAR 2021



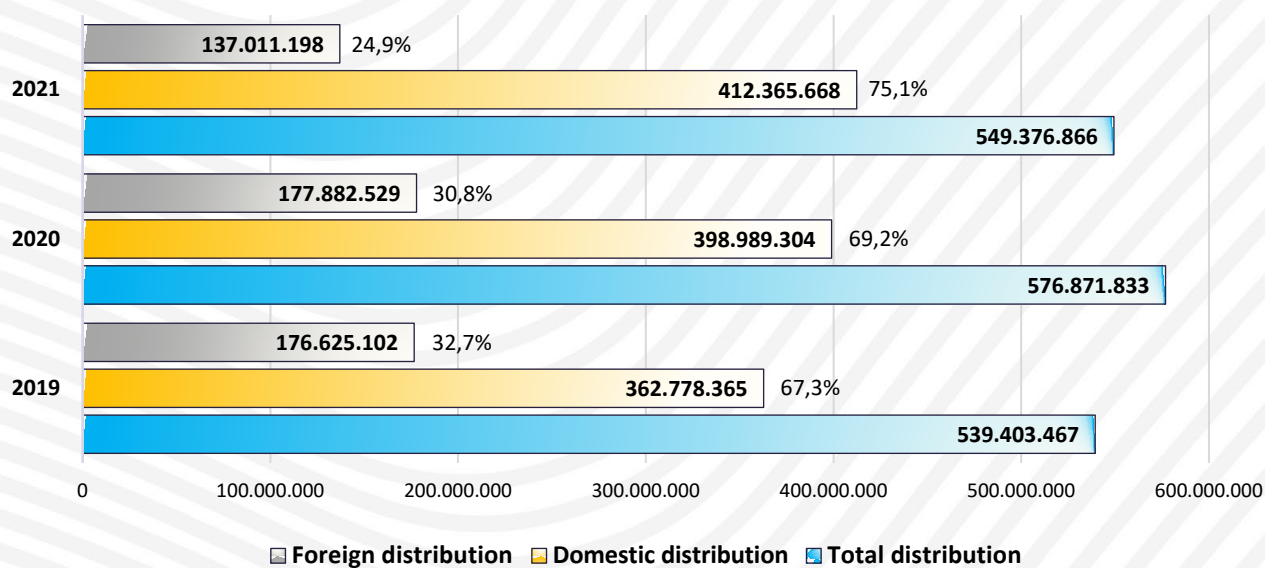
### NET INCOME AFTER OPERATING EXPENSES 2021



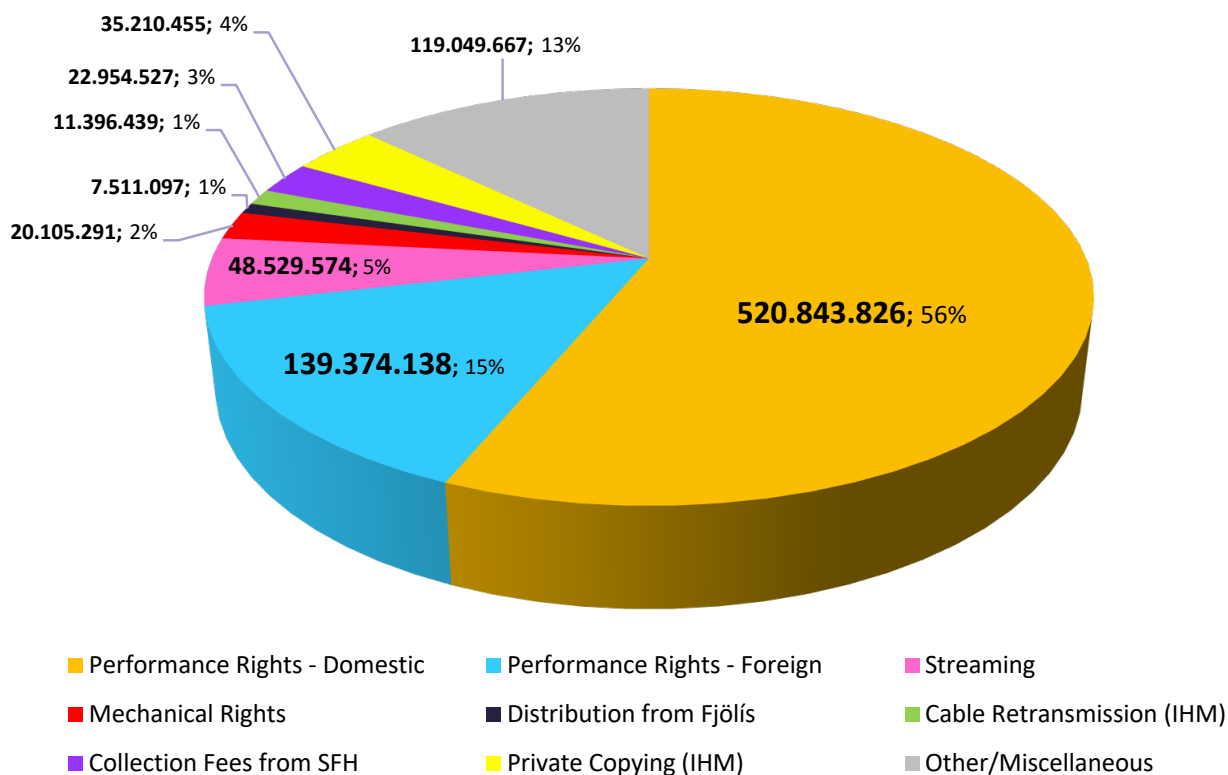
### INCOME FROM CONCERTS AND RESTAURANTS 2021



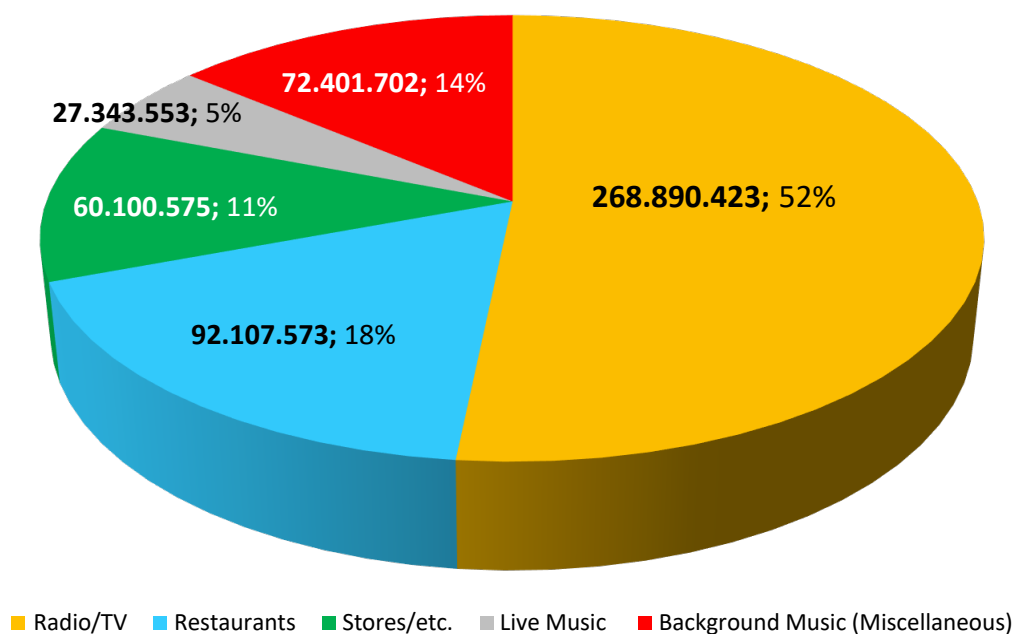
### TOTAL DISTRIBUTION 2021



## DEVISION OF OPERATING INCOME 2021 TOTAL 924.975.014



## DEVISION OF DOMESTIC OPERATING INCOME 2021 TOTAL 520.843.826





## INFORMATION ON DISTRIBUTIONS AND DEDUCTIBLE ITEMS

The following is a special mention of a few distribution- and deductible items in accordance with the EU Directive on the collaborative administration of copyright fees. In other aspects, references shall be made to the Financial Statement of STEF which is available on the website of the society ([www.stef.is](http://www.stef.is)).

Domestic Distributions:		Deductible Items:
107.443.266	Radio & TV (VOD incl.)	21,55% cost-income ratio & 10% cultural contribution
	Thereof 39.716.790 defined as "background income"	
67.218.106	Other "background income"	21,55% cost-income ratio & 10% cultural contribution
23.786.552	Premièrs	0
69.085.977	Sale of recordings and streaming (NCB & NMP)	Of NCB: 0% / Of NMP: 10% cult. contribution og 3% surcharge
7.762.906	Life performances (cocerts & other)	10% surcharge
137.068.861	International performance	3% surcharge
<b>412.365.668</b>	<b>Total</b>	

International sister societies collect copyright royalties for STEF, which remits them to STEF right holders. International performing rights income 2021 was divided between the countries as follows:

Foreign income according to countries:			
Argentina	50.769	Canada	2.664.233
Austria	910.930	Croatia	181.222
Australia	2.061.736	Latvia	143.555
USA	24.126.255	Lithuania	245.591
Belgium	7.443.215	Malasia	33.122
Brasil	198.101	Norway	2.642.763
UK	19.336.143	New Zealand	283.635
Chile	754.009	Portugal	225.317
Denmark	19.528.028	Poland	705.336
Estonia	119.266	Slovakia	176.928
Finland	2.389.834	Montenegro	14.388
France	13.957.839	Switzerland	2.647.931
Netherlands	4.098.662	Sweeden	5.900.852
Hong Kong	169.515	Czech Republic	734.958
Ireland	722.341	Hungary	151.263
Israel	501.493	Germany	18.631.732
Italy	1.775.897	Various payments	1.382.669
Japan	4.464.610	<b>Total</b>	<b>139.374.138</b>

## OTHER INCOME APART FROM PERFORMANCE

STEF receives remuneration from SFH (Society of Performers and Record Producers) for the collection of SFH-fees in conjunction with the collection of copyright royalties. This remuneration is deducted from the operating expenses before the deduction of the copyright income, as well as the share in the distribution of IHM (Collecting Society) regarding private copying, which is distributed along with the performing rights for background music. STEF also receives distributions from a few administration organisations, as well as agreed payments, and allocates them along with distributions from the various funds. No surcharge, or operating fee is deducted from these distributions (special income), nor any contribution to the Culture Fund. This remuneration is specified in the Financial Statement as listed below:

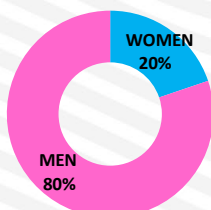
Other income received in 2021:	
35.210.455	Distribution from IHM regarding private copying
22.954.527	Collection Fees from SFH (Society of Performers and Record Producers)
Special Income of Music Education Funds:	
7.511.097	Distribution from FJÖLÍS (Music Sheet Fund)
11.396.439	Distribution from IHM regarding cable radio (Recording Fund)
7.456.314	Special Income from RÚV (Composers' Fund of RUV & STEF)
3.000.000	Special Income from SÝN (Composers' Fund of Bylgjan & Stöð 2)
3.000.000	Special Income, contribution of STEF (Composers' Fund of Bylgjan & Stöð 2)
Unpaid Distributions at the turn of the year:	
31.973.383	Unpaid due to distributions
20.102.193	Unpaid withholding tax of distributions
48.353.955	Unpaid foreign distribution (STIM)
100.429.531	Total unpaid at the turn of the year

## Information on Members & Registration 2021

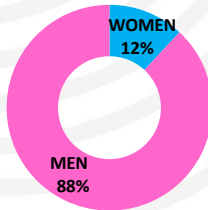
- At the end of the year 2021 the number of registered authors was 8.479.
- New authors increased by 616 in the year 2021.
- Number of recorded works at the end of the year was 104.524.
- Registered performance in the year was 26.561 works.
- The number of authors who received payment for the performance of their works was 4.604.

## Gender Division 2021

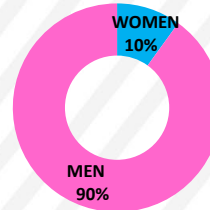
REGISTERED MEMBERS



SHARE OF WORKS



DISTRIBUTION







Grants from the Sheet Music- and Recording Funds were delivered in May 2022 along with the Langspil award in the backyard of Laufásvegur 40.



23 May 2022