

**Responses to questions on notice - NSW Parliament Legislative Council Portfolio Committee No. 6 –
Planning and Environment, Inquiry into the music and Arts Economy in NSW – 24 August**

Question:

The Hon. JOHN GRAHAM: The second call that has been made is for a voluntary commitment to include a minimum of 25 per cent local content in locally curated playlists. What is Amazon's attitude to that?

The Hon. JOHN GRAHAM: I am putting it to you now: Can you see any practical problem with doing that from an Amazon point of view?

The Hon. JOHN GRAHAM: Lastly, I ask about the data that is available to artists via Amazon. We have taken evidence from Spotify about their data that is available to artists. Give us your view about what information is available through your platform or what you consider local artists might use?

Response:

Amazon would encourage the Committee to consider the objectives of any proposed commitment to a percentage of local music in curated playlists. If the objectives are to make Australian music more accessible, visible and better promoted to customers both locally and globally, we are confident that Amazon Music is already playing this role, meeting our customers' appetite for music from exceptional Australian artists, both historical and established, and new and emerging.

Because streaming services like Amazon Music have unlimited shelf space and multiple ways for customers to navigate content, the concept of percentage based quotas for curated content is not practical. Amazon Music's playlists are a combination of locally curated and overseas-curated lists, constantly updated to feature both local and overseas-based artists in response to customer preferences. This reflects one of the significant opportunities created by streaming services, including Amazon Music, in that Australian artists are regularly featured in overseas and global playlists, promoting them to global audiences.

At the same time, playlists are one of many ways that customers can navigate Amazon Music, along with searching, browsing and reviewing recommendations and we do not classify tracks by source or country-based creator. Attempting to impose a percentage based quota into this customer experience, whether voluntary or mandatory, would not provide any benefit to local artists or customers.

Amazon does not provide data directly to artists. We provide regular reports to labels and APRA/AMCOS, with whom we have commercial agreements. Due to our deals with all music labels, if an Australian artist has made their music available to labels for streaming, it will be on Amazon Music.

Question:

The CHAIR: We have received evidence from streamers about the way they have been trying to do a couple of things with Indigenous or Aboriginal artists. Do you have any initiatives along those lines?

Response:

We have not launched any specific initiatives promoting artists from Indigenous backgrounds at this stage. As noted in our evidence before the Committee, having launched on 1 February 2018 Amazon Music is in a very early stage of our Australian operations. As our service continues to develop, we will engage with all segments of the Australian music community to determine the best way to bring their art to more customers.

Question:

The CHAIR: I have seen an artist in the past who came from somewhere in Africa and created some good stuff in their craft. But for socially disadvantaged groups, is there any capacity in what you are doing or likely to do to help them?

Response:

We have not launched any specific initiatives promoting artists from disadvantaged backgrounds at this stage. One of the opportunities Amazon Music presents is to identify great Australian artists from all backgrounds and promote them to our Amazon Music colleagues internationally, who then bring them to the attention of global audiences.

Question:

The CHAIR: Are you aware if Amazon contributes to festivals?

Response:

Amazon Music has not entered into any commercial sponsorship arrangements with Australian music festivals at this time.