

Florian Drücke to lead BVMI as ‘Geschäftsführer’/CEO and also represent BVMI at the IFPI Mainboard

Berlin, 22nd September 2017 – It was announced today that Florian Drücke, Managing Director of the German Music Industry Association (Bundesverband der Musikindustrie or BVMI), will henceforth represent Germany’s music industry on an international level at the Mainboard of the International Federation of the Phonographic Industry (IFPI). Drücke has also been appointed to the position of Shareholders’ Representative (Gesellschaftervertreter) at Germany’s Collecting Society for Neighbouring Rights (Gesellschaft zur Verwertung von Leistungsschutzrechten or GVL). He will carry out his role as BVMI ‘Geschäftsführer’/CEO in cooperation with an honorary executive committee set to be elected at the shareholders meeting this autumn.

BVMI board members issued the following statements with regard to the decision:

Frank Briegmann (President Central Europe Universal Music and Deutsche Grammophon): “Florian Drücke is not only a proven expert but also a passionate advocate for the interests of the music and cultural industries in Germany. I have no doubt that he will bring his tremendous qualities just as effortlessly to the international stage and I wish him much success”.

Bernd Dopp (Chairman & CEO Warner Music Central Europe): “We value Florian Drücke’s many years of work and his ongoing commitment to the common cause of the music industry very highly. For that reason, we are completely confident that he will more than live up to the considerably expanded scope of his duties and responsibilities. We wish him much success going forward”.

Philip Ginthör (CEO Sony Music Entertainment GSA): “Florian Drücke is a highly competent and passionate defender of the interests of the creative industries. Indeed, he represents the hopes and concerns of artists and the industry with great eloquence and verve. I am delighted that he will now be expanding his role to include the IFPI and I wish him all the best!”

Konrad von Löhneysen (Managing Director, Embassy of Music and Associate Members’ Spokesperson): “Florian Drücke has long since proven that he understands the industry’s

interests and the key concerns of all players, whether large or small. Paired with his clear passion for music, he is the complete package!"

Florian Drücke studied law in Berlin and Toulon. After completing his Maîtrise in France, he went on to receive a doctorate from the University of Greifswald in 2004. In January 2006, he joined the BVMI as a legal advisor. Two years later, he took over responsibility for the legal department and political lobbying. Drücke has been BVMI Managing Director since 1 November 2010. He is also a member of the German-French Cultural Council (DFKR) and the Global Future Council "The Future of Information and Entertainment" at the World Economic Forum.

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Über den Bundesverband Musikindustrie e. V.:

Der Bundesverband Musikindustrie (BVMI) vertritt die Interessen von rund 250 Tonträgerherstellern und Musikunternehmen, die mehr als 80 Prozent des deutschen Musikmarkts repräsentieren. Der Verband setzt sich für die Anliegen der Musikindustrie in der deutschen und europäischen Politik ein und dient der Öffentlichkeit als zentraler Ansprechpartner zur Musikbranche. Neben der Ermittlung und Veröffentlichung von Marktstatistiken gehören branchennahe Dienstleistungen zum Portfolio des BVMI. Seit 1975 verleiht er die GOLD- und PLATIN-Awards an die erfolgreichsten Künstler in Deutschland, seit 2014 auch die DIAMOND-Awards und seit 1977 werden die Offiziellen Deutschen Charts im Auftrag des BVMI erhoben. Zur Orientierung der Verbraucher bei der Nutzung von Musik im Internet wurde 2013 die Initiative PLAYFAIR ins Leben gerufen. Das kulturelle Engagement des BVMI erfolgt unter dem Label der Deutschen Phono-Akademie: Jährlich werden herausragende Künstler mit dem Deutschen Musikpreis ECHO, dem ECHO KLASSIK und dem ECHO JAZZ ausgezeichnet.

Weitere Informationen: www.musikindustrie.de, www.echopop.de, www.echoklassik.de, www.echojazz.de, www.playfair.org