



## A2IM Overview & Label Membership Benefits

[A2IM](#) (American Association of Independent Music) is a 501(c)(6) not-for-profit trade organization currently representing a broad coalition of more than 400 Independently-owned U.S. labels, and over 150 music service providers serving companies of all sizes, genres, and business models. A2IM works to improve the business of its members and the Independent music community through lobbying, commerce opportunities, networking events, member education, discounts to industry events and services, and by messaging special offers to our members. A2IM is uniquely positioned to serve as a central voice to reach its large, diverse community of influential Independent music labels, publishers, artist managers, and related service providers.

Since 2005, when A2IM formed, our sector has grown from a market share of under 25% to 34.4%. This significant increase illustrates the leadership role our sector has held over the last decade through our core objectives (listed below). Our meteoric market-share growth is a true testament to the Independent spirit.

### BECOME A MEMBER

- Receive equitable treatment in commerce.
- Strengthen your connections with agencies, digital services, key industry decision makers, Indie label colleagues, and more.
- Be an active part of a strong community.

### COMMERCE OPPORTUNITIES

*Get your fair share as sound-recording copyright owners!*

- **Parity for Indies in Deal Structures:** In addition to fighting major label/distribution streaming income diversion away from Independent sound recording owners in the form of “[breakage](#)”, A2IM works to guarantee that our members are receiving equitable treatment in licensing deal structures. We work with important partners such as YouTube, Apple, Pandora, Spotify, and Microsoft to organize group meetings between our members and key personnel at these service providers to maximize promotion and monetize our member’s music.
- **SoundExchange:** A2IM works closely with SoundExchange to establish solutions addressing data and claims issues, including ensuring that royalty payouts are fairly attributed to the rightful owners. Our efforts include our presence on the SoundExchange Board and committees, data cleansing, more transparent search and claiming system, member education on SoundExchange programs, DMCA Notice/enforcement assistance, and proper attribution in repertoire disputes between Indies and majors. In 2014, A2IM also secured a sizable pro rata rebate of over \$600,000, “the Advocacy adjustment,” from major labels on behalf of Independent labels.
- **Be First to Engage With Soon-to-Launch Services:** A2IM assists our members in staying at the forefront of negotiations surrounding new digital services, including providing introductions to key

decision makers, coordinating product-launch presentations, and providing feedback on important issues affecting the Independent label community.

- **Revenue and Representation on Terrestrial Radio:** A2IM and our members engage directly with iHeartMedia and CBS radio to increase Independent airplay on FM radio. Additionally, we are members of MusicFIRST, a coalition aimed at securing an AM/FM radio performance right for sound recording owners.
- **Indies at Retail:** A2IM utilizes our relationships and participation at important conferences to secure valuable face time for members with digital and physical retail, as well as, encourage involvement in standardized metadata initiatives.
- **Government-Sponsored Trade Missions:** A2IM allocates government grants to help our members promote music globally and explore export opportunities. Through our relationship with the U.S. Department of Commerce, we have been able to utilize the Market Development Cooperator Program (MDCP) and A2IM Members have attended and procured ex-US licensing and business opportunities at ADE (Amsterdam Dance Event), Canadian Music Week, Singapore Music Matters, MIDEM, Reeperbahn and Rio Music Buzz, along with trade missions to Asia, and South Africa.
- **Warner/Parlophone Divestiture:** As part of Warner Music's acquisition of Parlophone, the EU mandated that assets be divested and funds be made available to the Independent Community for "Capacity Building" initiatives. A2IM took the lead in securing funds for the US and our sector to support our Washington lobby efforts.
- **Support for Merlin:** A2IM provides member education on the benefits of joining Merlin, a not-for-profit global digital rights licensing body for Independent labels, including clarifying which members may be eligible and coordinating meetings with Merlin staff as desired.

## INDEPENDENT LABEL ADVOCACY

*Be active participants in the conversations surrounding the current and future state of music!*

- **Government Agency Filings:** A2IM files with agencies such as the DOJ, FTC, and FCC to ensure equal licensing terms and access for Independents.
- **Copyright Royalty Board (CRB):** A2IM contributes to rate setting hearings to ensure fair and equitable rates for Independent labels and their artists
- **Advocacy on Capitol Hill:** A2IM is a member of the Copyright Alliance and actively builds relationships with the White House, legislators on Capitol Hill and in State governments.
- **U.S. Copyright Office:** A2IM meets with the Register of Copyrights, Maria Pallante, and the Copyright Office's General Counsel, Jacqueline Charlesworth, files comments, and takes part in roundtable discussions on proposed changes to copyright law.
- **Congressional Judiciary Committee Testimonies:** A2IM represents the Independent community via testimonies and statements such as those made before the House Subcommittee on Courts, Intellectual Property, and the Internet, and the Senate Subcommittee on Communications, Technology, and the Internet.
- **ICANN – DOT.MUSIC gTLD:** A2IM has been a leading advocate for a community-based administrator for the .MUSIC generic top-level domain name. A non-community based administrator

of .MUSIC could result in diminished protections against piracy and further damage to the health of our industry.

- **Performance Rights on Terrestrial Radio:** A2IM is actively involved in seeking a U.S. performance right for sound recordings. Because of international reciprocity agreements, the lack of a Terrestrial Radio Right costs companies that do not have foreign domiciles, millions of dollars in lost revenue.

## EDUCATION, COMMUNITY, & GENERAL MEMBER SERVICES

*Take advance of numerous member services including general business advice, White Papers and education on important initiatives, networking opportunities, and special offers!*

- **Foreign Royalties:** A2IM educates our membership on Ex-US royalties, including circulating White Papers from international affiliates.
- **PR on Behalf of Independents:** A2IM works to ensure Independent labels receive well-deserved profiles in trade and consumer press. We publicly respond to hot-button issues affecting our community including licensing deals, the Global Street Date, the Terrestrial Performance Right. We share member success stories such as Indies and our numerous GRAMMY wins and continue to spread the word that Independents make up the largest sales market share in our industry.
- **Networking Opportunities:** A2IM members receive priority interactions with key industry decision makers at our events, SXSW, MIDEM, Reeperbahn and more. In addition, we coordinate Executive One-on-One Sessions at Indie Week, SXSW, LA Synch Up and Reeperbahn.
- **Sync Licensing Opportunities:** We foster strong relationships with music licensors and supervisors at licensing events in LA, NY, Nashville & Chicago.
- **Indie Week:** Indie Week is A2IM's global spotlight event, last year bringing in over 800 Independent music executives from the US and 15 countries (including Australia, Canada, France, Norway and the UK). A2IM sets up panels, meetings, and one-on-one sessions with digital services and marketing companies. Each year, we finish the week with The Libera Awards, our award show celebrating Independent milestones and extraordinary music.
- **A2IM Committees:** A2IM offers our members a chance to participate in member-run committees ranging from Brand Partnerships, Digital Media & Emerging Technology, Licensing & Publishing, Radio. This gives an opportunity to engage with fellow members and learn from their expertise.
- **Special Offers & Discounts:** Membership in A2IM gives you access to special discounts including registration at most music conferences.

A2IM is a 100% dues-supported organization. We recognize the entrepreneurial spirit of our members and the need to do what's in each individual business's best interests. No A2IM member gives up an ounce of their Independence. Our organization embraces various operations and business practices; A2IM never negotiates deals on your behalf. Instead, we foster a climate of respect towards Independent businesses, and strive for equity for all content creators.

Visit our website ([www.a2im.org](http://www.a2im.org)) to read about specific initiatives and learn more about us.

**To join A2IM or discuss what we do, contact:**

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