

Record Companies: Powering the Music Ecosystem

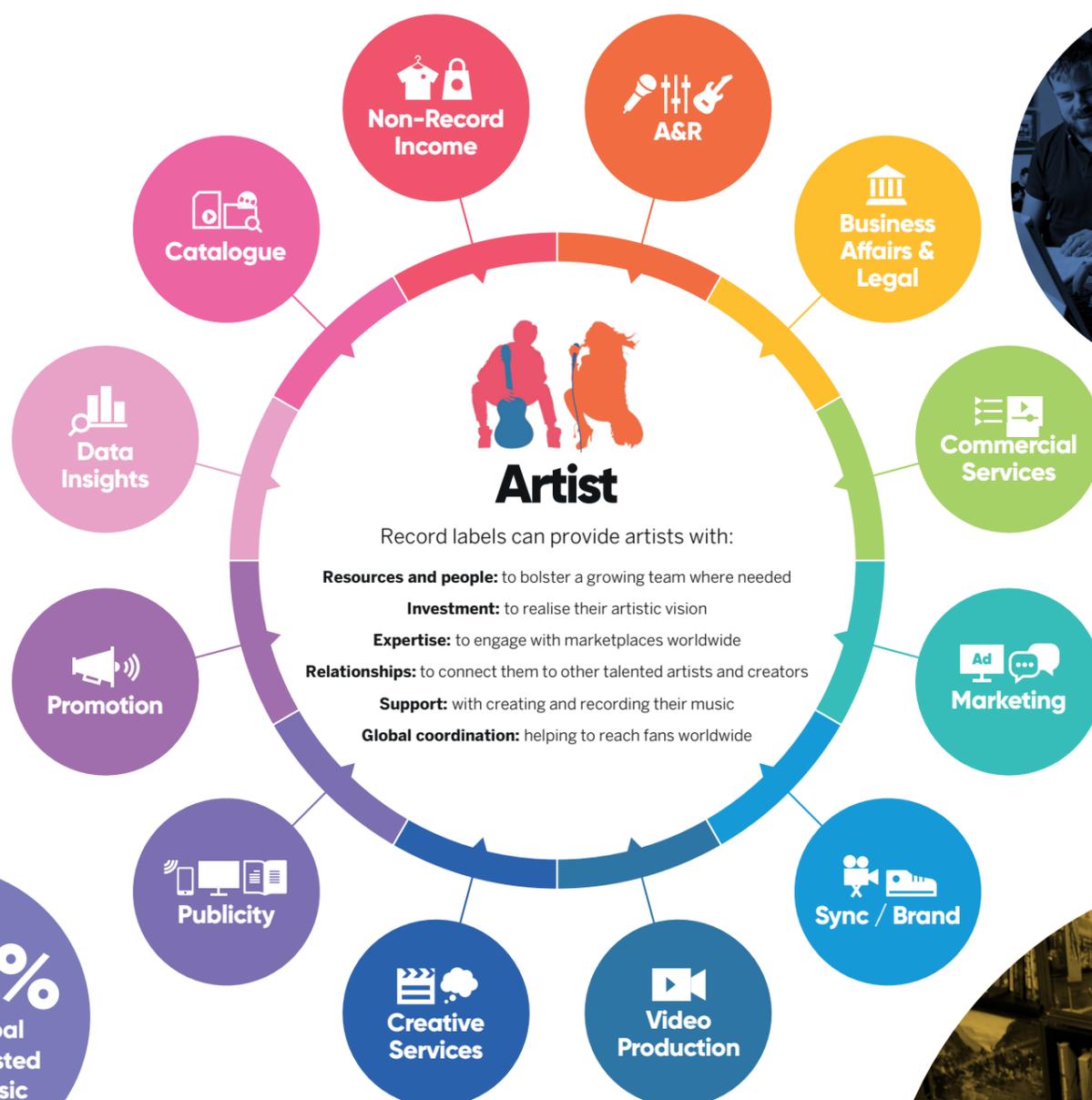


In today's rich and diverse music ecosystem, overflowing with great music from around the globe, the role of the record company has never been more important.

Acting as a partner to help artists achieve both commercial and creative success, a record company provides a broad network of supportive, creative people that nurture and develop artists, helping them cut through and connect with fans in more ways than ever before, at every step of their musical journey.

Record labels are the top investors in music

Record labels are partners, collaborators and a driving force behind helping an artist achieve their vision, connecting with their fans in the most compelling way. They are the ecosystem's single-largest investors in music, in both human and financial resources.



33.8%
share of global revenues invested back into music annually



\$1.7bn
invested in marketing annually

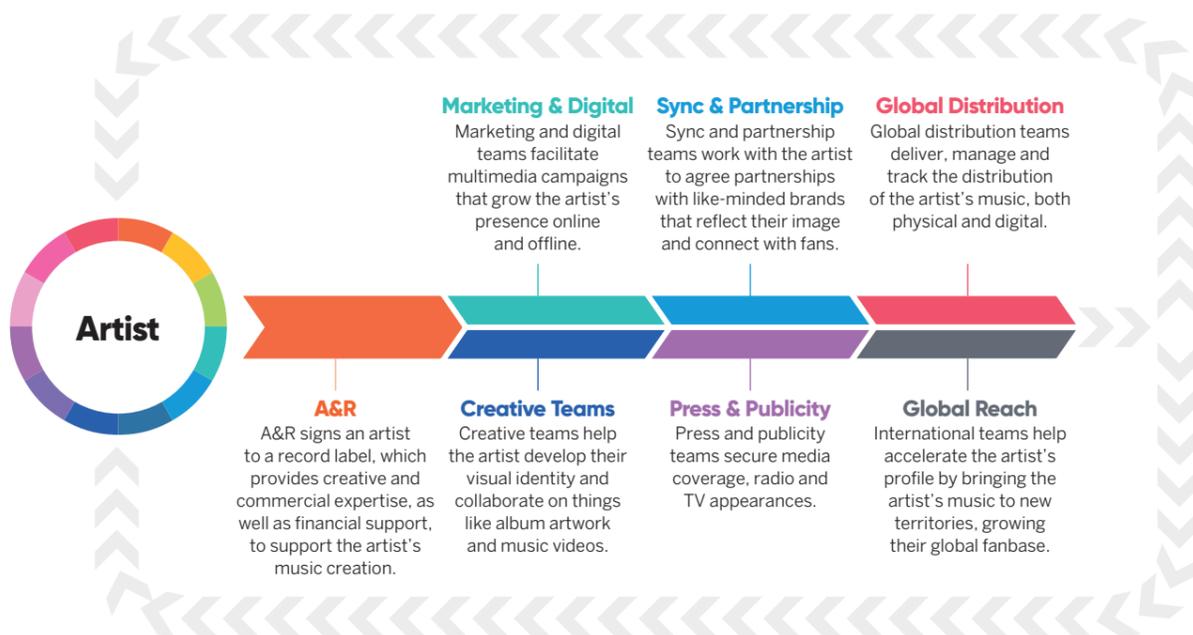
The leading investors in music:
\$5.8bn
record labels' global investment in A&R and marketing annually

\$4.1bn
invested in A&R annually



Record labels provide artists with unique, unmatched support

New models and ways of working mean artists have more flexibility and choice in how they create their music than ever before. Here is just one example of an artist's collaboration with their record label.



*All amounts given in US Dollars