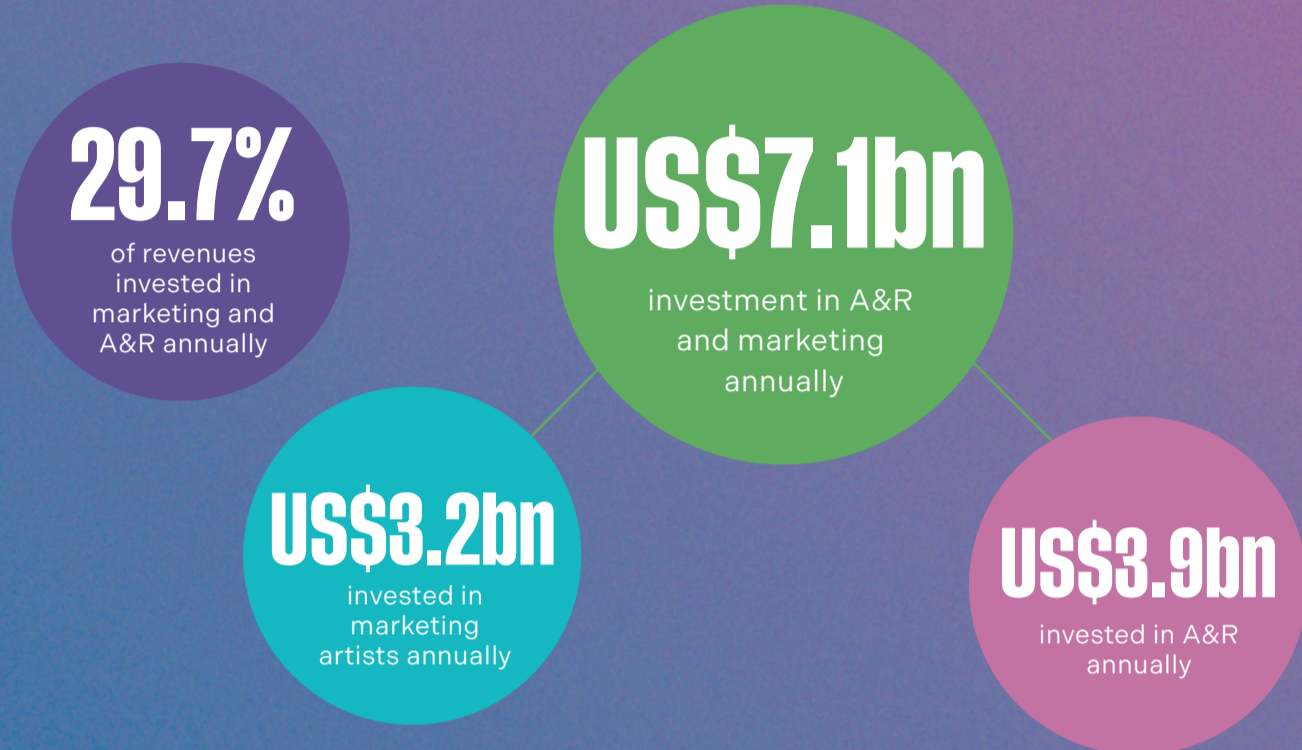


# Today's Record Companies: Investing Time, Energy and Resources in Music

## The leading investors in music:



The role of record companies in empowering artists and supporting the wider music industry has never been more important than it is today.

Today's music ecosystem is more competitive than ever before. Every day, some 120,000 new tracks are uploaded to streaming services. So many talented artists across the globe are producing great music. Today's technology enables everyone to connect with fans around the world.

Record companies are a driving force helping artists achieve their vision, providing a broad network of supportive, creative professionals that nurture and develop artists, helping them cut through and connect with fans in the most compelling ways and at every step of their musical journey.

While the artist-label relationship today takes on new shapes, and artists have greater flexibility and choice in how they create their music than ever before, the diagram below shows just one example of how an artist might collaborate with their record company.



## Connecting Artists with Fans

Today's record labels also provide artists with an increasing number of opportunities for growing and diversifying their sources of income.



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