

# SoundExchange Fact Sheet

## What We Do:

When sound recordings are played on certain digital services, such as satellite radio, Internet radio, cable TV channels, or streamed as background music in some restaurants or stores, the artist who performed on that recording earns a royalty. So does the copyright owner, which may be a label, or an independent artist who owns his own masters.

SoundExchange develops business solutions to benefit the entire music industry. The organization collects and distributes digital performance royalties on behalf of more than 155,000 recording artists and master rights owners accounts and administers direct agreements on behalf of rights owners and licensees. To date, SoundExchange has paid out more than \$5 billion in royalties. SXWorks, a SoundExchange subsidiary, acquired the Canadian Musical Reproduction Rights Agency Ltd. (CMRRA) which represents music publishers and administers the majority of songs recorded, sold and broadcast in Canada.

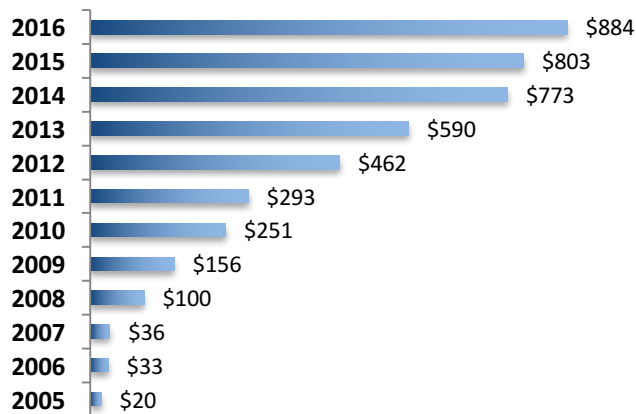
## Who We Represent:

SoundExchange fights for royalty structures that recognize the vital role that the creators of music play for digital services. SoundExchange represents both signed and unsigned recording artists and small, medium and large record companies.

## Our Success:

- We have paid out more than **\$5 billion** in royalties since our inception. In 2016 alone, we paid out \$884 million in digital performance royalties – a record setting annual distribution for our organization.

## SoundExchange Payments



ANNUAL PAYMENTS IN MILLIONS



## Who Benefits?

**Recording artists and rights owners:** We help all artists and rights owners receive value from digital streaming. We're proud to be reinvesting in the next generation of great music.

**Music fans:** An easy way for music services to get licensed and pay royalties means lots of choices in legal, accessible-anywhere music discovery and delivery services.

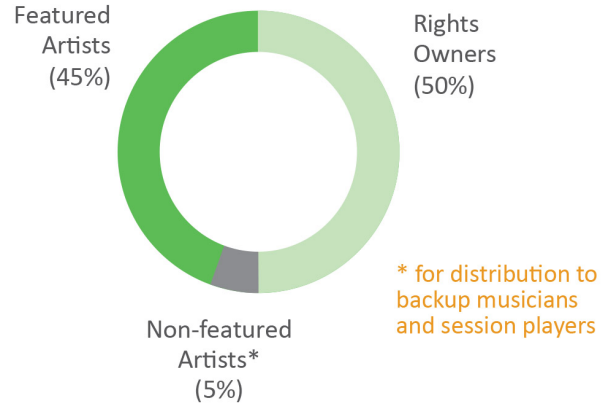
**Digital music services:** Music start-ups can pay set royalty rates and write just one check, instead of having to negotiate hundreds if not thousands of deals with rights owners who own the content they want to play. In other words, SoundExchange offers a one-stop shop for sound recording rights, meaning services can focus less on licensing, and more on delivering the music.

## International Reach:

SoundExchange has numerous agreements in place with international organizations to exchange royalties on behalf of its recording artist and rights owner members. The organization is dedicated to maximizing members' sound recording performance royalties wherever they are streamed – in the U.S. and abroad.

## Who We Pay:

### Performance Royalty Splits (By Law)



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