

WE WANT TO BE AMONG THE BEST MUSIC LICENSING SERVICES IN THE WORLD.

We promote a society in which recorded music produces well-being, sufficient income and added value for performers, producers and music users.

WAYS TO WIN

Changes are made to laws and rights.

Our distribution is quick, accurate and of the highest quality internationally.

We are a flexible partner that promotes the use of music in different situations and makes it easier.

Technological development brings new competitors.

Competition for resources intensifies.

Music markets change.

We adopt data and digital solutions quickly and apply them innovatively.

We are the best workplace for experts, where people feel good and enjoy their work.

As an expert and a responsible opinion leader in society, our positive impact is bigger than our size.

OUR VALUES

We want to be the best partner and an insightful expert.

Global instability increases.

