



‘Music Biz Consumer Insights’ to Provide Exclusive Data for Music Biz Members

Redesigned www.musicbiz.org website launches today with improved mobile responsiveness, spotlight on member benefits

May 17, 2016 – During this morning’s Music Biz 2016 President’s Address, Music Business Association (Music Biz) President James Donio announced Music Biz Consumer Insights, a new member benefit featured exclusively at www.musicbiz.org and powered by data partner LOOP (Lots of Online People). The portal provides Music Biz members with regularly updated, solid insights into an ever-changing market, providing full consumer profiling with pinpoint accuracy, from music consumption patterns, to favorite genres and devices, to brand advocacy. Consumer Insights will live on the relaunched www.musicbiz.org, also announced today by Donio, which has been redesigned to be optimized for mobile and to better highlight member benefits, such as the Product Platform, Music Startup Network, Music API Directory, Award Nominees & Festival Line-Up Listings, and much more. The new site is live today, and Consumer Insights will be added by the end of May.

Music Biz Consumer Insights users will be able to browse through rich consumer data or download customized reports with exclusive insights, whether broad or specific. The research can be modeled through the full LOOP database of 250 million U.S. citizens. Through a combination of on and offline contact, users can reach over 45 million attendees of live music events, over 50 million subscribers to streaming services, over 75 million Country fans, and over 100 million Classic Rock fans.

“We strive to deliver maximum value to all our Music Biz members, and Music Biz Consumer Insights is yet another reason why it pays to join the Association,” said Donio. “Artists, managers, labels, publishers, songwriters, touring professionals, brands, and the entirety of our diverse membership will be able to benefit from this new service, which allows everyone to take advantage of high-quality data to make the best business decisions possible.”

David Lewis, LOOP co-founder, said, “We are delighted to be partnering with Music Biz in bringing such a powerful consumer insights initiative to the music industry. Music Biz’s visionary approach means that the U.S. music industry will be the first sector to benefit from this unique and innovative data service. We believe that Music Biz members will quickly discover the Insights portal to be truly game-changing.”

Music Biz 2016, taking place now through May 18 at the Renaissance Nashville Hotel in Nashville, is the music industry’s premier event, giving the commerce and content sectors a place to meet with trading

partners, network with new companies, and learn about new trends and products impacting the music business. Registration remains open both online and on-site. For more information or to sign up for the conference, visit www.musicbiz2016.com.

About the Music Business Association

The Music Business Association (Music Biz) is a membership organization that advances and promotes music commerce — a community committed to the full spectrum of monetization models in the industry. It provides common ground by offering thought leadership, resources and unparalleled networking opportunities, all geared to the specific needs of its membership. Music Biz brings a unique perspective and valuable insight into the trends and changes that innovation brings. Today, we put our collective experience to work across all delivery models: physical, digital, mobile, and more. Music Biz and its members are committed to building the future of music commerce — together.

To apply for press access to Music Biz 2016, fill out the form at <https://musicbiz.wufoo.com/forms/music-biz-2016-editorial-press-application>.

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