



WINTEL 2018 - FAQs

Launch date: Tuesday December 4th 2018, 7am GMT

Who is WIN? Who is behind this project?

WIN is the Worldwide Independent Network. It is a trade body made up of over 30 independent trade associations.

What is WINTEL?

WINTEL is a quantitative analysis of revenues generated by the independent sector, measured at ownership (copyright) level, rather than at distribution level. It is based on data collected by WIN from 660+ independent music companies from all over the world.

Why is measuring at ownership (copyright) level important?

Where independent companies use major labels or companies owned by majors for distribution, the majors include independent label revenues into their own market share figures.

How much independent content is distributed through major owned companies?

\$1.2bn (US dollars)

Who conducted the analysis?

MIDiA Research Consulting, founded by Mark Mulligan, a highly-respected industry researcher.

Stuart Dredge from Music Ally is the main author of the report.

How was the data collected?

Questionnaires were distributed to the labels by local independent trade associations and were returned directly to MIDiA for analysis. The largest data set to date was used for WINTEL 2018.

Can WIN verify the accuracy of the research?

Yes, the model established total recorded music market values by product format at country level using national trade association and IFPI data. Then, independent label data from the survey was aggregated up to a country level. A full explanation of the methodology can be found in the report.



Will this report be available every year?

Yes

What else does the report cover?

The report includes a top-level analysis of the local economic impact of the independent sector, measured by employment, which will be further analysed in WINTEL 2019. It also charts the invaluable cultural activity and contribution of key companies around the world.

Key findings...

Please see separate attachment