



## **Made in Memphis Entertainment Notches Over 100M Streams, First Gold Album and Platinum Singles, NFL Sync Placements, and More in 2020**

January 14, 2020 (Memphis, TN) – **Made in Memphis Entertainment (MIME)**, a full-service entertainment company with global reach and its heart in the hometown of modern American music, did much more than survive the challenges of 2020 — they thrived.

During 2020, MIME’s music distribution company Beatroot Music racked up over 1 million streams each across all major services for 14 of their artists, including BIG30 (46 million), Lyrica Anderson (15 million), and Big Homiie G (12.6 million), resulting in over 100 million total streams across its roster. In addition, MIME and Beatroot Publishing inked a sub-publishing deal with Sentric Music Group in December, expanding their reach internationally with Sentric handling publishing administration outside of North America. Finally, Beatroot Africa, a music distribution subsidiary focused on African artists, entered an exclusive deal with OnMobile South Africa to deliver ring back tones, still widely used on the continent, to users of Vodacom, one of Africa’s largest mobile providers.

Meanwhile, 4U Recording, MIME’s state-of-the-art recording studio in Memphis, notched its first Gold-certified album with Moneybagg Yo’s *Time Served* and Platinum-certified single with the record’s “All Dat” featuring Megan Thee Stallion, which were recorded at the studio. They later scored their second Platinum single with Moneybagg Yo’s “Said Sum,” which was recorded at 4U and produced by MIME Publishing client, producer Christopher “YC” Pearson.

Heavy Hitters Music, MIME’s sync licensing company, also landed several major placements for its catalog of tracks, including “Hey Hey Alright” by smoke&jade on Netflix series *Selling Sunset*, “Keep Up” by Chelsea Grams in an ad campaign for Samsung, and “No Enemy” by wuuds on MTV reality show *Are You The One?* The company has also been handling clearance requests for Moneybagg Yo’s “Said Sum,” which has been featured in multiple spots for the NFL and NBA.

In addition, MIME Co-Founder, President, and Managing Director Tony D. Alexander emerged as a key voice on true diversity in the music industry, penning guest posts for the [Memphis Business Journal](#) on the need for every member of the C-suite to act as Chief Diversity Officers and [The Commercial Appeal](#) on concrete ways to bring the music business back to Memphis. He also joined the Advisory Board of A2IM, appeared as a panelist in webinars hosted by the Music Business Association and A2IM, and addressed NYU students during their weekly Collegium.

MIME's family of companies were also lauded in the press throughout the year. MIME itself and its mission to create a global network of hyperlocal music hubs was profiled in [Music Ally's Startup Files](#), while MIME Records, an independent record label, [was recently recognized by Billboard](#) in their Label Look column. 4U Recording was also featured in [Mix Magazine](#). More branches will be opening soon.

"I am especially proud of the work Tony and the entire MIME team have done and how much they accomplished in 2020," said David Porter, Co-Founder and CEO of MIME and a legendary songwriter who wrote "Soul Man" and many other huge hits for Stax Records. "In a challenging year for everyone, we maintained our mission of raising up not only artists but also our home city itself. Memphis has a long and passionate relationship with music, and throughout the coming year, we will continue to embrace and emphasize that."

"This past year was hard for everyone, but showed us that no challenge is too great to be overcome with teamwork and a willingness to listen to and teach those around us," said Alexander. "At MIME, we put our money where our mouth is, hiring people who may not get a chance elsewhere in the music industry and helping them gain skill and confidence. It is hard work, but it is also necessary to attain true diversity in the music industry. When you look at our successes in 2020, you can see that it is doable, worthwhile, and important."

#### **About Made in Memphis Entertainment (MIME)**

Made in Memphis Entertainment (MIME) is a Black-owned full-service entertainment company with global reach, but with its heart in the hometown of modern American music. Founded in 2015 by original Stax Records songwriter and Songwriters Hall of Fame inductee David Porter (CEO) and 20+ year business and legal veteran Tony Alexander (President and Managing Director), MIME is dedicated to re-establishing Memphis as a key music industry hub while expanding its influence around the world, all while developing and promoting diverse talent on both the creative and business sides of the industry.

MIME's family of companies includes MIME Records, an independent record label home to artists like Porcelan, Brandon Lewis, and Jessica Ray; MIME Publishing, an independent music publishing company that handles Porter's legendary songwriting catalog and other copyrights of some of the most sought after young producers in hip-hop and R&B; Heavy Hitters Music, a film, TV, and ad sync company with an all-female creative team and Emmy-winning music catalog; Beatroot Music, the only Black-owned music distributor in the U.S., as well as Beatroot Africa; and 4U Recording, a state-of-the-art recording studio in Memphis with more branches opening soon.

For more information, visit [www.mimecorp.com](http://www.mimecorp.com).

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