**Michael Lau**

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**Association of Independent Music Publishers (AIMP)**

“It all starts with a song!”

First let me define who an independent music publisher is. They are not the household names of the majors such as Warner or Sony. Indie publishers are lesser-known companies that, until the last decade or so have been self-funded. Indie publishers go by the names of Round Hill Music, Reservoir Music, PEN Music, Sundae Songs, Anthem Entertainment, Position Music to individual attorneys, accountants and self-published songwriters and composers.

The Association of Independent Music Publishers (AIMP) was formed in 1977 and has grown to 1,100 members that include chapters in Los Angeles, New York, Nashville, and Atlanta. The organization's mission is to educate and inform music publishers about the most current industry trends and practices by providing a forum for the discussion of the issues and problems confronting the music publishing industry.

The AIMP provides a unique medium for those in the music industry to discuss various points of view regarding the ever-changing music business. The opportunity to exchange ideas and opinions with others on issues of mutual concern is fostered by AIMP's monthly meetings, forums, and workshops.

AIMP members are not only independent music publishers, but include those from major publishers, as well as publishers that are affiliated with record labels or motion picture and television production companies, songwriters, composer, and individuals from other areas of the entertainment community.

The AIMP also provides a voice for independent music publishers by providing commentary on legislative matters such as the CRB settlements and guidance on AI.

* The role of a music publisher is to, in the broadest sense, be the caretakers of the song/composition/the underlying work in a sound recording *in all genres* of music from pop, country, to television themes, film scores and general background music for not only itself but for the songwriters and composers rights they represent.
* Publishers represent a song catalog’s rights globally by registering and affiliating themselves and their catalogs with performing rights societies (PROs), Collective Management Organizations (CMOs), print publishers (sheet music), digital service providers, 3rd party licensees, broadcasters and anywhere music can be used.
* Publishers most important responsibility it to collect licensing fees for the use of music in audio visual works otherwise known as synchronization, royalties generated by performance, mechanical and print uses throughout the world, which are then distributed to all interested parties who have an ownership in the song and or composition. These can be other music publishers, administrators, songwriters, attorneys, and heirs.
* Publishing revenue is generated where a song is married into an audiovisual work or synchronized with picture; any public broadcast and non-broadcast performance, the underlaying work in a sound recording that is streamed or downloaded, in musical greeting cards, and through the printing of lyrics on t-shirts.
* Another equally important role of a music publisher is to create value by generate revenue opportunities for the song and songwriters by pitching to artists for their next single; suggest songs for use in television and film to help support and enhance the emotional story of a scene, to promote and sell a brands’ product within a commercial, all the way to creating a live player arena experience in a video game.