

The logo for 'impel' features the word in a bold, lowercase, sans-serif font. The letter 'i' is stylized with a grey dot and a green cord that loops around the letters. Several other colorful lines (blue, yellow, pink, green) weave through the text, ending in small, multi-colored connectors that resemble fiber optic cables.

impel

A large, light grey, trapezoidal graphic element is positioned behind the text. It contains several smooth, flowing lines in blue, green, yellow, and pink that originate from the left and curve upwards and to the right, ending in small, multi-colored connectors similar to those in the logo above.

CREATING THE DIGITAL FUTURE FOR THE INDEPENDENTS

Act 1

Solving a problem

Act 2

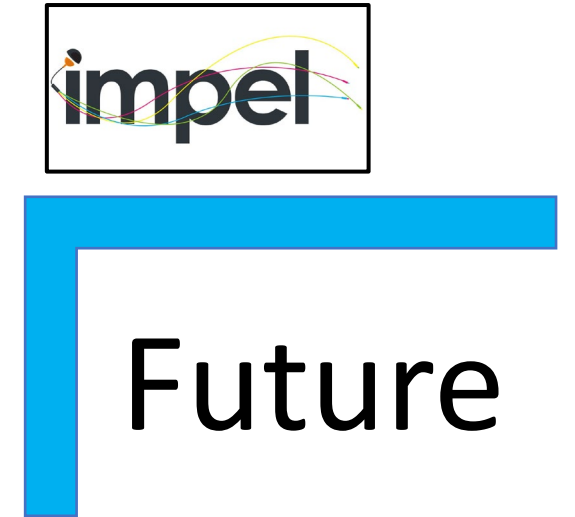
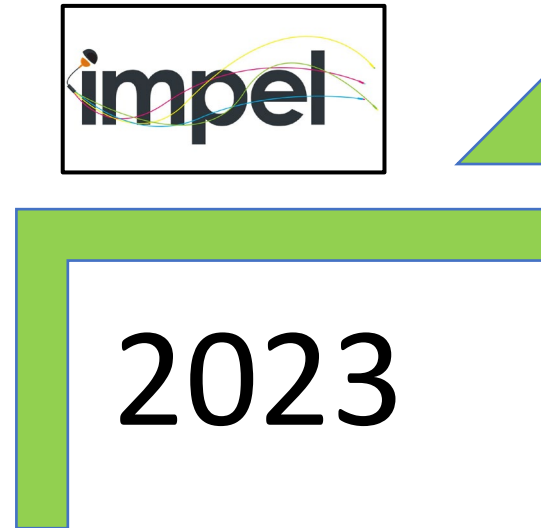
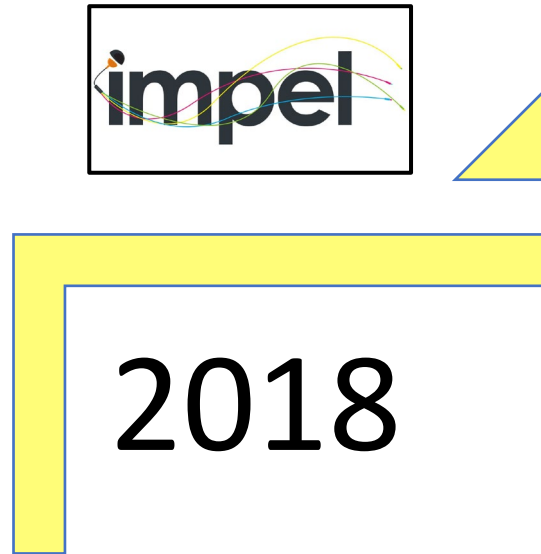
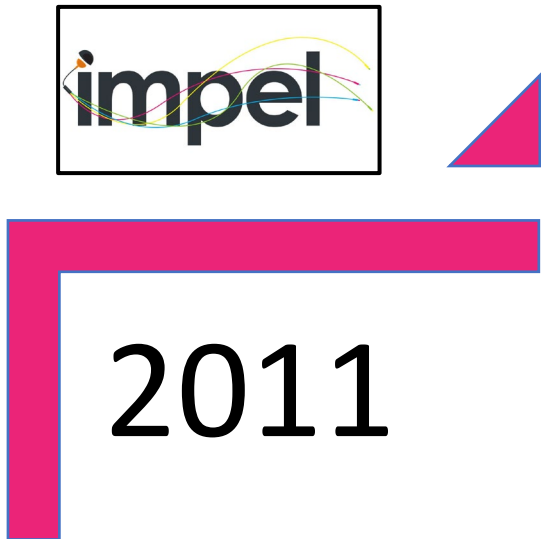
Seizing control

Act 3

Building a business

Act 4

Devivering a vision



THE BIG PICTURE



Strategy

- Big on membership & repertoire, small on infrastructure.
- Working with the best partners.
- Becoming experts
- Thinking like a publisher.
- Growing assertiveness and influence.

Goals

- Increase member royalties
- Bigger market share
- Better service
- Greater efficiency
- Reduced costs
- Be strategic asset

Mission

To deliver the best and most comprehensive digital licensing framework to independent music publishers around the world.

Vision

A thriving commercial environment in which independent publishers excel because they can deliver top tier services and returns to songwriters and rightsholders.

CAN WE DELIVER?

WE ALREADY ARE!

2018/9

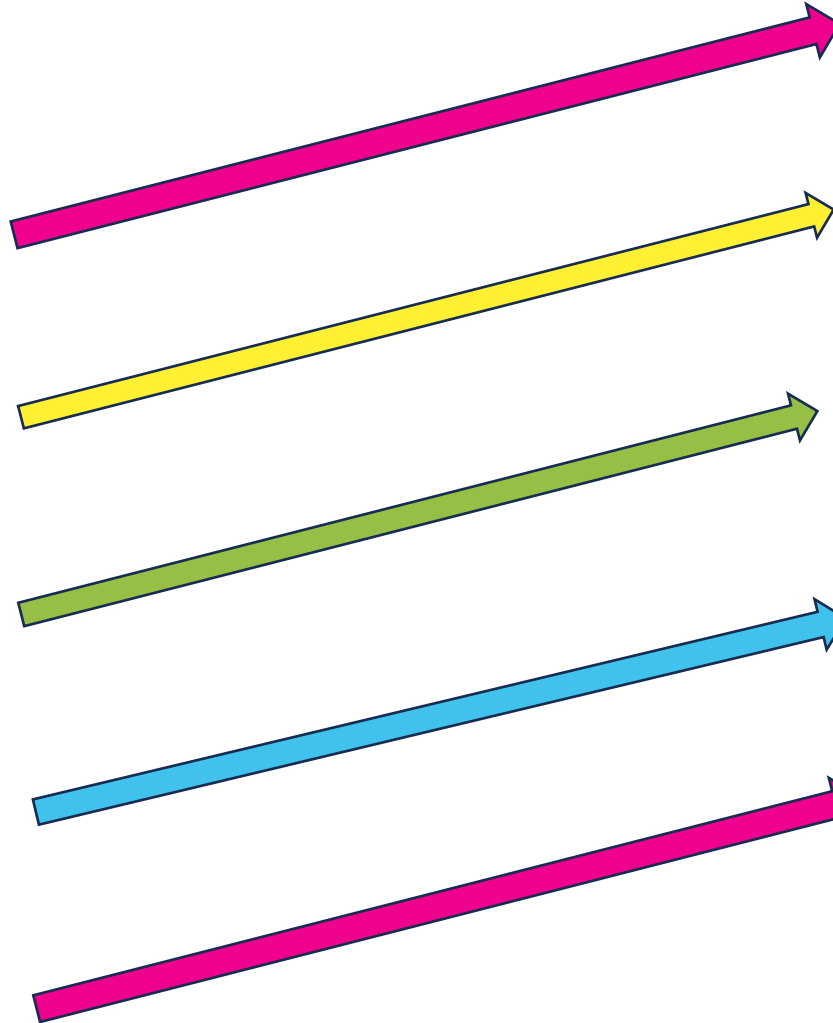
22 members from 3 countries

Distributed 47 territories

Distributed 22 licences

Original member distributions

Single 'pan-European' scheme (SACEM)



2023

53 members from 13 countries

Distribute 138 territories

Distribute 46 licences

Average 10% growth, quarter on quarter

Now licensing into LATAM (Latinautor) & N America (CMRRA)
With more options in the pipeline

100%

agreed or strongly agreed that IMPEL feels like an organisation in which all members are valued

IMPEL MEMBERS SURVEY 2021

impel Independent Strength. Major Results

“

IMPEL has a great team, I'm very pleased that we are members. It is a very exciting business for the independent publishing community

IMPEL MEMBERS SURVEY 2021
(ANONYMOUS)

impel Independent Strength. Major Results

“

It is utilising the huge talents of its membership for the best outcomes for its members

IMPEL MEMBERS SURVEY 2021
(ANONYMOUS)

impel

100%

agreed or strongly agreed that IMPEL's governance is transparent

IMPEL MEMBERS SURVEY 2021

impel Independent Strength. Major Results

100%

agreed or strongly agreed that they are glad to be a member of IMPEL

IMPEL MEMBERS SURVEY 2021

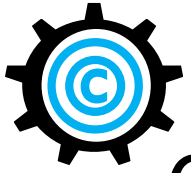
impel Independent Strength. Major Results

100%

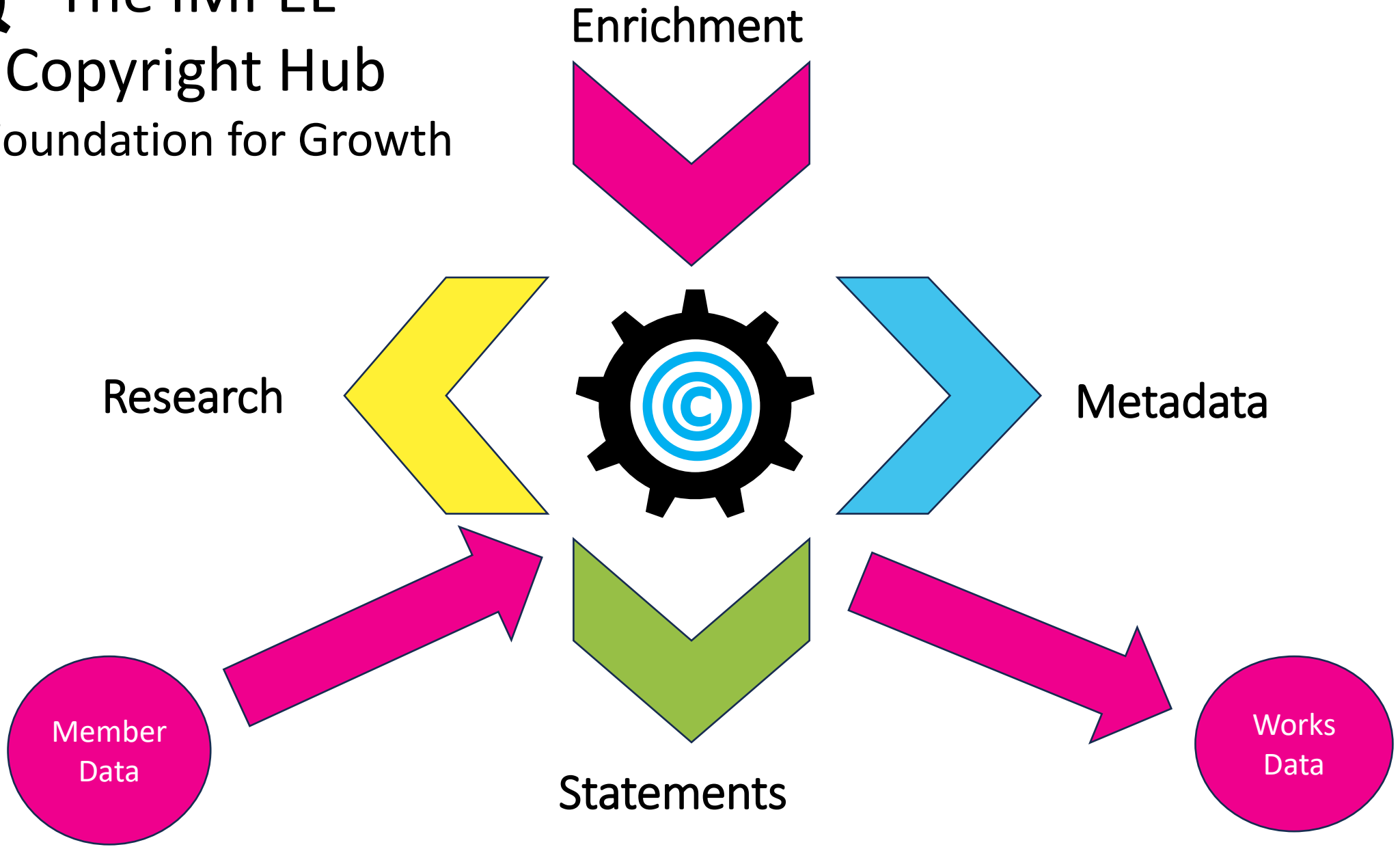
agreed or strongly agreed that IMPEL feels like a business owned and controlled by its members

IMPEL MEMBERS SURVEY 2021

impel Independent Strength. Major Results

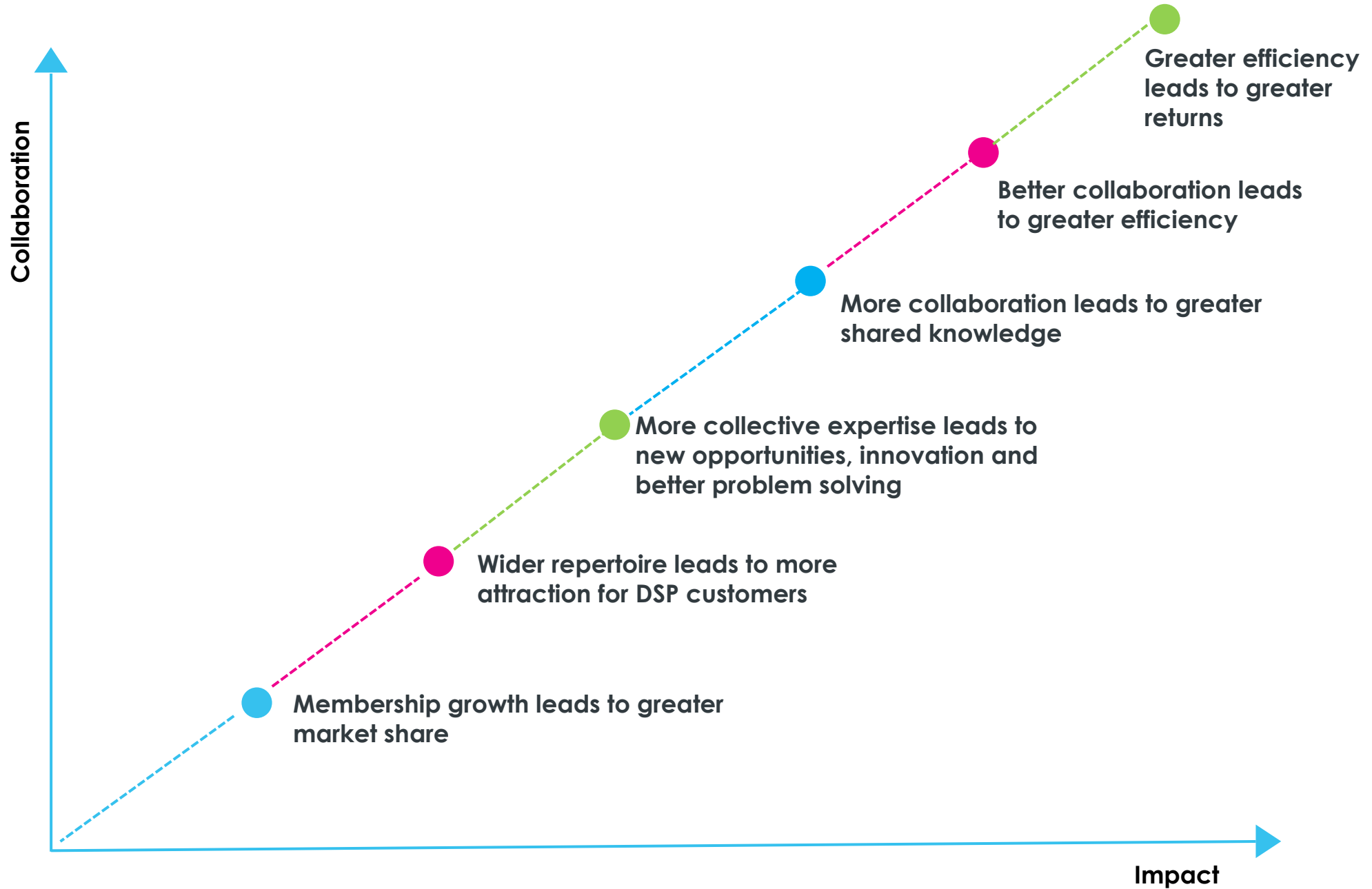


The IMPEL
Copyright Hub
A Foundation for Growth





More
teamwork
leads to
more
impact



Independent
strength.

Major results.



www.impel-music.com