

Looking Ahead to 2021

An Update from CEO Kris Ahrend

December 2020

Hello, Friends:

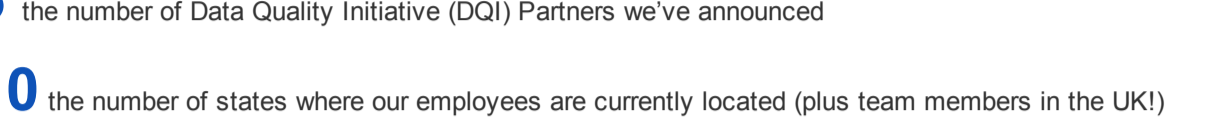
I hope this finds you well, healthy, and enjoying the holiday season as much as you can during this difficult time. It's hard to believe we have reached the end of 2020.

For The MLC, 2020 has been an incredibly busy year filled with activity: assembling our team, building and launching our new Portal, establishing our musical works database, and preparing to begin full operations on January 1, 2021, the date when the new blanket license will first become available to eligible digital audio services operating here in the United States. 2021 promises to be an even busier year for us, filled with additional milestones. So, we've split our focus in this month's newsletter between looking back on the past year and previewing what's in store in the coming year. I hope you enjoy it.

On behalf of everyone on The MLC's team, I hope you all have a safe, happy, and healthy holiday season!

All my best,

Kris Ahrend, CEO
The MLC



By the Numbers

- 5** the number of Data Quality Initiative (DQI) Partners we've announced
- 10** the number of states where our employees are currently located (plus team members in the UK!)
- 44** the number of team members we've hired this year
- 69** the number of hours per week our Support Team is available to answer your questions
- 100** the number of webinars we've done to date
- 388** the number of participants in our Data Quality Initiative (DQI)
- 1,118** the number of people who attended our inaugural MLC Week series of webinars
- 4,397** the number of subscribers currently receiving our monthly e-newsletter
- 5,197** the number of people following The MLC on Twitter, Instagram, LinkedIn & Facebook
- 7,311** the number of Portal invites we've sent out to date to MLC Members
- 12,727** the number of people who have participated in The MLC's webinars
- 17,650,511** the number of musical works we've compared for DQI participants



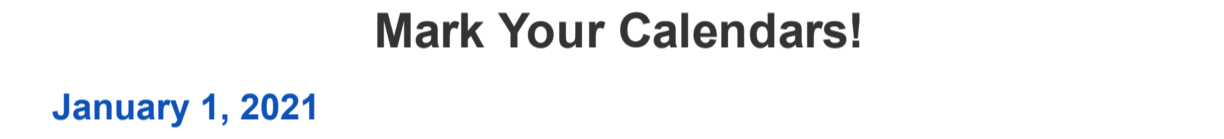
Connect to Collect with The MLC!

January 1, 2021 is just around the corner. That is when The MLC will begin administering the new blanket mechanical license available to eligible U.S. streaming and download services in the United States.

If you are a music publisher administrator, self-administrated songwriter or ex-US CMO, and you currently receive mechanical royalties from U.S. digital audio services, here are three things you can do NOW to prepare for next year, when The MLC will begin collecting and distributing those mechanical royalties to you:

- Become a Member of The MLC:** You'll need to be a Member of The MLC to receive mechanical royalties from us. You can start the membership process now by completing the [Membership form on our website](#). Once we receive your completed form, we will contact you via e-mail with instructions explaining how you can set up your user account for The MLC Portal and create your Member Profile.
- Participate in the DQI to Check Your Data:** [The DQI \(Data Quality Initiative\)](#) allows you to compare your musical works data with ours, to quickly identify any discrepancies between the two. Think of it as a diagnostic tool you can use to check the accuracy of the data we have for your musical works in our database. Once you send us a DQI comparison file, we'll quickly send you back an Excel-compatible Discrepancy Report that you can use to identify and fix any errors in the data we have for your works. Fixing these errors will ensure we're in the best possible position to pay you all of the mechanical royalties we collect for your works.
- Update your Data:** Once you've reviewed your DQI Discrepancy Report and identified any corrections you need to make, you can submit updates to your existing musical works registrations directly in The MLC Portal. The sooner you submit your changes, the better.

Questions? Contact our Customer Experience Team by emailing support@themlc.com or calling 615-488-3653.



Mark Your Calendars!

January 1, 2021

License Availability Date – The MLC begins issuing blanket mechanical licenses to eligible digital audio services in the US.

February 15, 2021

- Deadline for Digital Service Providers (DSPs) that wish to operate under the new blanket license to submit their Notice of License to The MLC.
- Deadline for DSPs to send The MLC their mechanical royalty payments and usage reports for the period ending January if they wish for The MLC to send them an invoice for their royalties payable.
- The MLC for Digital Service Providers to pay all of their historical unmatched activity to The MLC if they want to be eligible for the waiver of liability provided by the MMA for that historical activity.
NOTE: February 15, 2021, is President's Day, which is a bank holiday in the United States, so DSPs should make sure they initiate their payments early in the week before the deadline to ensure their payments are received by The MLC before the statutory deadline.

- The MLC begins receiving usage reports and payments from digital audio services.

March 17, 2021

Deadline for DSPs to send The MLC their mechanical royalty payments and usage reports for the period ending January if they do NOT need The MLC to send them an invoice.

Mid-April 2021

The MLC sends out its first monthly royalty payments and statements.



The Leaders of The MLC Support Team

Service is at the heart of everything we do at The MLC. We aim to build and maintain strong relationships with each and every person we serve. The MLC Support Team is led by **Lindsey Major**, and currently consists of 15 other team members. Our hours of operation are Monday – Friday, 8 a.m. – 8 p.m. CT and Saturdays from 8 a.m. – 5 p.m. CT. Since launching in early October, the team has already responded to well over 1,000 emails and calls.

Take a moment to meet some of the other leaders on The MLC Support Team and hear why they're each so passionate about their work:



Ashley Almade

"I love my work at The MLC because I really enjoy the problem-solving that goes into building the foundation for a brand-new system, especially one that will positively impact so many creators."



Tavar Britton

"I would have to say that music is the soul of life. It helps people who are on different journeys to find what they are looking for. That's something I like to do, too: help those who need it."



Jacob Heinz

"As an artist myself, I'm excited to be a part of The MLC because I know how important it is to be able to make a living pursuing your creative passion."



Jessica Carmack

"It's inspiring to work for an organization and with a customer experience team that is 110% committed to supporting our users and members by providing them with a world-class experience. This team pushes me to become better every single day. I am incredibly proud to work alongside them."



Logan Purdom

"The CX Team works together every day to make a direct impact on songwriters, publishers and other people in the music industry. As the team's service designer, this encourages and inspires me to continuously improve the customer experience."



How Self-Administered Songwriters Can Connect to Collect Webinar

Webinars are one of the best ways to learn more about The MLC. We held 100 webinars in 2020, and we've got more scheduled for 2021.

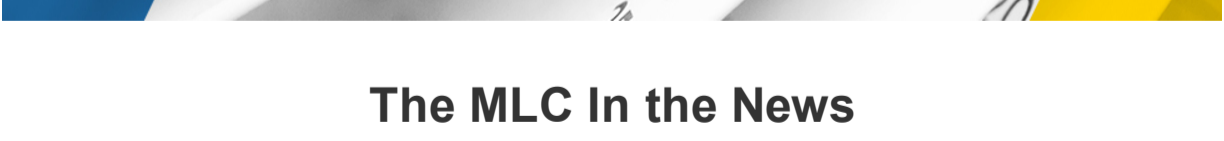
Our next webinar for self-administered songwriters will be held on Tuesday, January 12, 2021, at 11 a.m. CT. If you are a self-administered songwriter, please consider attending this webinar to learn how you can become a Member of The MLC and ensure you'll be set up to begin receiving your digital audio mechanical royalties under the new blanket license when we will be distributing royalties next Spring. The webinar will be hosted by Serona Elton, The MLC's Head of Educational Partnerships.

[Click Here to Register for the Webinar](#)

The MLC's Best Webinars of 2020

The MLC held 100 webinars this past year, reaching more than 12,000 attendees. Many of those webinars were recorded and are now available for you to watch on-demand, including each of the webinars we held during our Inaugural MLC Week this past October. Watching them is a great way to learn more about The MLC.

[Click Here to Watch](#)



The MLC In the News

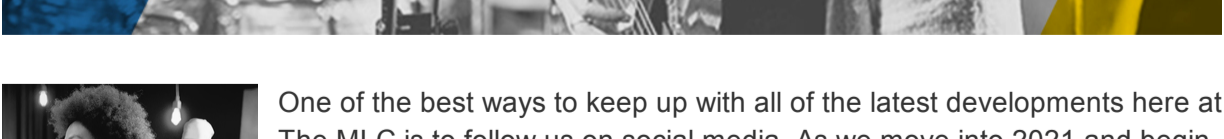
RouteNote: [What is the MLC? Mechanical Licensing Collective explained](#)

DIY Musician: [What is the MLC and do I still need a publisher?](#)

Music Business Worldwide: [The Music Business Isn't Really a Place for Truth-Tellers. \[Interview with Kara DioGuardi: hit songwriter, music publisher, former American Idol judge, and Member of The MLC's Board of Directors\]](#)

Radio and Music: [The MLC teams up with Blokur, Exactuals, Music Data Services, and TuneRegistry.](#)

Broadway World Nashville: [The Mechanical Licensing Collective Unveils New Toolkit for College Educators and Future Music Professionals](#)



One of the best ways to keep up with all of the latest developments here at The MLC is to follow us on social media. As we move into 2021 and begin full operations, there will be lots more news to share. Make sure you don't miss anything!

Follow [@mlc_us](#) on [Twitter](#) and [Instagram](#), [@mlc.us](#) on [Facebook](#), and [The Mechanical Licensing Collective](#) on [LinkedIn](#)



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