

The Independent's Digital Music Licensing Partner

Who We Are

Member led. Music focused.

Merlin provides independents the means to own their future. We provide digital music licensing for the leading independents across the globe. Members benefit from Merlin's premium deals to help them compete at the highest levels.

Merlin has partnerships with digital music services all around the world, including Apple, Deezer, Facebook, Snap, Spotify, and YouTube. Members join deals on a voluntary basis. We're excited to offer our members the opportunity to reach new audiences and drive incremental revenue streams.

Who You Are

Our membership consists of independent labels, distributors, and other rights-holders from around the world. From hip hop to Afrobeats, ambient to alternative, Latin to pop, and R&B to rock.

Merlin is for independents that want to own their future and ensure their rights are properly valued. Merlin's approach has enabled our membership to grow to represent 15% of the global market share.

How Membership Works

Fee structure that puts your interests first.

Merlin is free to join and charges no other fees for membership. Merlin retains an admin fee of 1.5%.

Timely reports and payments.

Members receive industry-leading usage reporting, access to daily trends data, and global benchmarking reports.

Merlin collects monies from digital partners, chases reports, and provides timely payments to members.

Merlin eliminates currency conversion fees by paying members in the currencies we receive from digital partners.

Access to digital partner opportunities.

In addition to best-in-class deals, you'll receive exclusive marketing opportunities, inclusion in beta tests, in-house expertise with YouTube CMS and Facebook RM, and guidance, support and best practices from the Merlin team.

You're Eligible to Apply to Merlin if You Meet the Following

You control your rights.

You control your digital rights free from obligations to third parties such as distributors or licensors.

You manage your own content delivery.

You have the means to deliver your own content, whether via in-house delivery or you use a third party (e.g., AudioSalad, CI, EMS, FUGA, IDOL, NueMeta, Ragbe, etc.).

You can build relationships with digital partners.

You have experience working directly with digital partners and can handle your own digital marketing.

You're ready to manage your Merlin relationship, including deal notices, amendments and updates, best practices, and administer your account.

Find out more at merlinnetwork.org »

