



WORLDWIDE
INDEPENDENT
NETWORK

STRATEGIC PLAN



worldwide
independent
network



WIN STRATEGIC PLAN 2019-2022



ABOUT WIN

The Worldwide Independent Network connects and supports independent music trade associations globally.

Founded in 2006 in response to shared issues faced by the music sector everywhere, WIN brings together local independent music trade associations throughout Australasia, Asia, Europe, North and South America, representing thousands of music companies and professionals worldwide.

WIN is led by a Chief Operating Officer and its overall direction is guided by a Board made up of directors of independent music companies and associations in all key markets around the world.

OUR MEMBERS



NEW YORK

TOKYO

MOSCOW



OUR MISSION

WIN acts as a global coordination and support body for the independent sector, focusing on its long-term development and sustainability.

Through transparency, innovation and the cooperation of all the independent music trade associations worldwide, our goal is to

foster a diverse and vibrant ecosystem where all independent labels have equal access and opportunities.

WIN is also a focal point for collecting and sharing knowledge about the independent sector and wider music industry at national and international level.

OUR PRIORITIES

01

ADVANCE, ASSIST AND EDUCATE THE NETWORK OF INDEPENDENT MUSIC ASSOCIATIONS

Helping the associations be more sustainable by providing advice, support and training, creating and sharing resources, and building capacity locally.

02

FACILITATE COMMUNICATION, KNOWLEDGE SHARING AND COOPERATION BETWEEN THE MEMBERS

Acting as a facilitator to increase contact and collaboration between the associations. Providing market intelligence of the industry as a whole and in individual territories.

03

DEVELOP ASSOCIATIONS AND REPRESENTATION IN NEW MARKETS AND REGIONS

Liaising with independent labels in countries with no grouped representation and assisting them to build associative structures and regional networks.

04

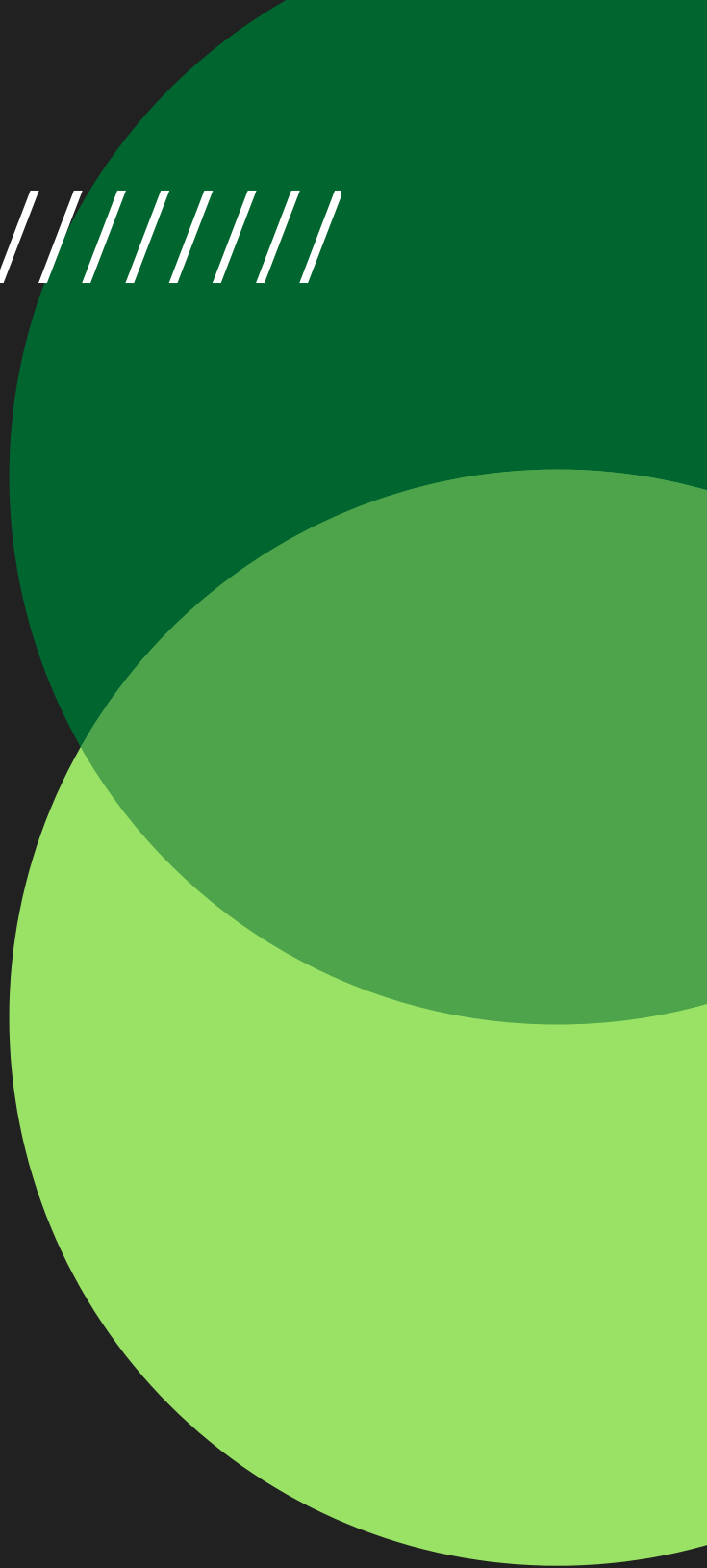
PROMOTE CULTURAL DIVERSITY AND A LEVEL PLAYING FIELD FOR THE INDEPENDENTS

Assisting the independent community worldwide with their policy initiatives and advocacy efforts. Promoting equality, and fostering our diversity of languages, genres and cultures.

05

CHAMPION THE VALUE OF INDEPENDENT RIGHTS AND IMPROVE INDUSTRY STANDARDS AND INFRASTRUCTURE

Promoting transparency and best practices. Interfacing with wider industry initiatives to improve metadata, industry standards and systems.



worldwide
independent
network



WINFORMUSIC.ORG
[@WINFORMUSIC](https://www.instagram.com/WINFORMUSIC)

co / WeWork
30 Stamford Street, South Bank
London SE1 9LQ