

Dear Chairman Grassley, Ranking Member Feinstein, and other members of the Senate Judiciary Committee and United States Senate:

We, the undersigned recording artists, respectfully write in support of Music Choice's efforts to persuade you to remove one small part of the Music Modernization Act that threatens to put Music Choice out of business. While we appreciate that Congress is finally passing music copyright legislation with the goal of helping songwriters and recording artists, this one provision will actually harm artists who depend on national exposure to build their audience.

The most important revenue streams for recording artists are concerts, streaming, and record sales (whether downloads, vinyl records, or CDs). A fundamental fact of life for artists is that people will not pay for our music any of these ways if they have not already heard it. For this reason, promotion and music discovery are crucial.

Music Choice provides a unique and irreplaceable outlet to promote our music. It is unique for several reasons. Music Choice is much better than regular radio, especially for new and independent artists. It is available in about 70 million homes throughout the entire country, included as part of a consumer's basic cable service. Being played on just one Music Choice channel is like being played on every radio station in the country serving a particular music format. Music Choice plays music in many genres and formats that are not widely played on terrestrial radio giving different types of artists a platform to be heard. Music Choice is more impactful than radio for artists because Music Choice plays a lot of new music and new artists first before being picked up by radio. In fact, radio stations often look to see which new artists and songs Music Choice is playing before they decide to support them. Many of us have had our careers explode because of the exposure we got first on Music Choice which is critically important to the artist community.

Music Choice is also better than, and different from, the various streaming services. Unlike those streaming services, Music Choice's channels are commercial free, do not play music on-demand or content selected by the listener. They are true music discovery channels like radio. And unlike the programmed channels offered by some of these services, Music Choice's channels are curated by human music experts, not computer algorithms. The

difference in programming leads to more airplay for artists and helps to drive why Music Choice subscribers listen so much to the channels. None of the streaming services provide anywhere near the level of promotion and support that we have received from Music Choice.

We understand that one small provision of the Music Modernization Act would change the legal standard used to set Music Choice's sound recording royalty rates in a way that the major record companies hope will cause a large increase in Music Choice's royalty rate. We also understand that such an increase is likely to put Music Choice out of business, thereby reducing our revenue since research shows that without Music Choice consumers will shift to radio which pays artists nothing. We urge you to remove this provision from the legislation. Even if Music Choice's royalty rate were tripled, any increase in payments to us would not be significant. But losing Music Choice as a promotional partner would be very harmful, and there is no other outlet that could provide such a unique and dynamic way for recording artists to have their music heard in so many cable homes.