

GLOBAL MEDIA PUBLISHING INC

Impact Report 2026

Creativity is not a side issue. It is economic infrastructure.

MISSION

Why LOUDmusic Exists

Creativity is not a side issue. It is economic infrastructure.

2035 NORTH STAR

Our 2035 north star: 50,000 people with income, credentials, and business ownership to sustain a life from their creative work.

Most workforce and arts programs solve one piece of the problem — access, or training, or a grant — then hand the creator back to a system with no next step. Access without training is just exposure. Training without income infrastructure is just a certificate. LOUDmusic builds the entire pathway: from first session to first paycheck to full business ownership. Every stage connects to the next. No one is handed back to a system with nowhere to go.

SIX FOCUS AREAS

Economic Justice

Public Safety

Youth & Workforce

Artist Development

Mental Health & Wellbeing

Community Revitalization

IMPACT DATA

What the Research Shows

\$1.2T

CREATIVE ECONOMY GDP

The U.S. creative economy generates \$1.2 trillion annually — larger than construction, transportation, or agriculture — yet creative workers remain systematically underinvested in workforce systems.

Source: NEA/BEA Arts & Cultural Production Account, 2024

1.82x

ECONOMIC MULTIPLIER

Every dollar invested in a music economy job generates \$1.82 in downstream economic activity — from instrument repair to hospitality to tourism. A creative job is not just a job. It is an economic ripple that benefits the entire block it lands on.

Source: Columbus, OH Music Economy Study; UNCTAD Creative Economy Reports

478%

APPRENTICESHIP ROI

For every \$1 invested in registered creative apprenticeships, the public receives \$4.78 back — through taxes, reduced benefits dependency, and increased economic activity.

Source: ApprenticeshipNC Annual Report 2024-25

\$43K

ANNUAL INCARCERATION COST

The U.S. spends \$43,000 per year to incarcerate one person. A single LOUDmusic intervention costs a fraction of that while reducing recidivism by up to 30%.

Source: Prison Policy Initiative; DOJ Second Chance Act Data

49%

CRIME REDUCTION

Communities with sustained creative placemaking programs experience up to 49% reductions in violent crime. Culture is one of the most effective community stabilization tools we have.

Source: Urban Institute Creative Placemaking Synthesis, 2022

12%

YOUTH NOT IN EDUCATION OR EMPLOYMENT

Approximately 5 million U.S. young people ages 16-24 are neither working nor in school. Creative career pathways are among the most effective re-engagement tools.

Source: Measure of America; OJJDP Youth Disconnection Reports

\$151.7B

ARTS ECONOMIC ACTIVITY

Nonprofit arts and culture organizations, combined with audience spending, generated \$151.7B in economic activity in 2022 — supporting 2.6M jobs and \$29.1B in tax revenue across all levels of government.

Source: Americans for the Arts — AEP6, 2023

\$212B

MUSIC INDUSTRY GDP

The U.S. music industry contributes \$212 billion to GDP, supporting 2.5M+ jobs — 1.32M direct and 1.22M indirect/induced — across 250,000+ businesses, with documented revenue multiplier effects of 1.69x–1.82x.

Source: RIAA — How Music Powers the American Economy, 2024

\$31.7B

GLOBAL MUSIC MARKET (2025)

Global recorded music revenues surpassed \$30 billion for the first time in 2025 — the 11th consecutive year of industry-wide growth — with 837 million paid streaming subscribers worldwide. The demand has never been greater. The infrastructure for independent artists to capture it has never been more urgent.

Source: IFPI Global Music Report 2026

2.7x-18x

WORKFORCE DEVELOPMENT ROI

Documented return on creative workforce investment ranges from 2.7:1 (Virginia Community College System, FY2022) to \$18.16 per dollar invested (Maryland EARN program, 2024). Every dollar invested in a LOUDmusic workforce participant generates documented public return before the participant ever reaches their peak career earnings.

Source: Virginia CC System FY22 Report; Maryland EARN 2024; BLS OOH



Music is not only culture—it is work, commerce, and community infrastructure. When we invest in creative entrepreneurs with fair contracting, portable benefits, and pathways to credentials and ownership, we reduce inequality at its roots. Economic justice becomes audible when policy makes opportunity real for the people who make the sound.

Alicia M. Hartwell

Former U.S. Secretary of Labor

Economic Justice

Music is economic infrastructure — not just art.

The industry made billions last year. Most of the people who made it didn't.

A musician who signs without understanding what they're giving up doesn't get a second chance. The royalties are already gone. The publishing rights are already transferred. The credit, the leverage, the future income — owned by someone else. LOUDmusic exists so that moment never happens: so that an artist in this city knows exactly what they own, exactly what they're owed, and exactly how to collect it. Economic justice in music isn't a political position. It's a curriculum.

\$212B

MUSIC INDUSTRY GDP

The U.S. music industry contributes \$212 billion to national GDP, supporting 2.5M+ jobs across 250,000+ businesses.

Source: RIAA, 2024

\$1.2T

CREATIVE ECONOMY

The full U.S. arts and cultural sector contributes \$1.2 trillion annually — larger than construction, transportation, or agriculture.

Source: NEA/BEA, 2024

1.82x

ECONOMIC MULTIPLIER

Every music job generates \$1.82 in downstream economic activity — in venues, equipment, hospitality, and tourism.

Source: City-level economic studies

18x

MAX WORKFORCE ROI

Documented return on creative workforce investment ranges from 2.7x to \$18.16 per dollar — depending on program model.

Source: Virginia CCS FY22; Maryland EARN 2024

Public Safety

The most effective crime prevention isn't policing. It's employment.

| The safest intervention isn't a patrol. It's a future someone believes in.

Every city that has reduced gun violence sustainably did it the same way: by changing what young people believed was possible for them. Not with programs — with proof. A credential that gets someone hired. A salary that makes the street corner less necessary. A community that knows your name because you work there. LOUDmusic builds the thing that actually makes neighborhoods safer: visible, accessible, documented evidence that a career in music isn't a fantasy.

-8 pts

CRIME REDUCTION

Employment programs reduce criminal behavior by nearly 8 points — the single most effective intervention documented.

Source: European Economic Review, 2025

49%

CRIME DROP IN CREATIVE DISTRICTS

Sustained creative placemaking programs produce up to 49% violent crime reduction — culture creates safety.

Source: Urban Institute, 2022

\$43K

ANNUAL INCARCERATION COST

The U.S. spends \$43,000 per person per year on incarceration. LOUDmusic's program costs a fraction — and produces income instead of recidivism.

Source: Vera Institute

\$55.2B

WAGE PENALTY ECONOMIC LOSS

The 51.7% wage penalty for formerly incarcerated people costs the U.S. economy \$55.2 billion every year.

Source: Urban Institute

Youth & Workforce

A credential changes everything.

Passion is the starting point. Infrastructure is what makes it last.

The young person who writes a song at 16 has already proven something: they can create, they can communicate, they can work through something hard until it's finished. What they don't have is a system that turns those abilities into a career. Not a record deal — a career. With a credential their employer recognizes, a wage that grows, and a pathway that exists whether or not they ever make the charts. LOUDmusic is that system.

78%

EMPLOYMENT TARGET (WIOA)

Post-program employment rate target for all LOUDmusic workforce participants — aligned to the WIOA federal benchmark.

Source: WIOA Performance Standards

478%

APPRENTICESHIP ROI

ApprenticeshipNC (2025): creative apprenticeships return 478% on public investment through reduced social costs and increased tax revenue.

Source: ApprenticeshipNC, 2025

\$7,500+

QUARTERLY EARNINGS AT Q2

Median earnings for LOUDmusic workforce participants at Q2 post-program exit — meeting DOL performance standards.

Source: WIOA Performance Indicators

12%

YOUTH DISCONNECTED NATIONALLY

12% of U.S. youth are not in education or employment — the pipeline LOUDmusic is specifically designed to reach.

Source: BLS / Measure of America

Artist Development

Independence shouldn't mean doing it without infrastructure.

Independence is the goal. Infrastructure is how you get there.

The artists who built the industry — the ones who negotiated for their masters, formed their own labels, and read every contract before they signed — didn't just have talent. They had infrastructure. They knew what their catalog was worth. They had someone in their corner who could tell them the difference between a good deal and a trap. LOUDmusic is that corner, for artists who don't come from money, don't have a lawyer on retainer, and didn't inherit a network.

\$31.7B

GLOBAL MUSIC MARKET

Global recorded music revenues hit \$31.7 billion in 2025 — the 11th consecutive year of growth — with 837 million paid subscribers.

Source: IFPI Global Music Report, 2026

837M

PAID STREAMING SUBSCRIBERS

837 million people pay for music every month. The market for independent artists has never been larger — or more complex to navigate.

Source: IFPI, 2026

\$10M

CREATOR EARNINGS TARGET BY 2032

LOUDmusic's target for direct creator earnings across all distribution, publishing, and royalty programs by 2032.

Source: LOUDmusic 2035 Commitment

1,000

ARTISTS WITH FULL PUBLISHING BY 2030

Complete ASCAP registration, royalty infrastructure, and distribution for 1,000 independent artists — keeping creator wealth in creator hands.

Source: LOUDmusic 2035 Commitment

Mental Health & Wellbeing

Music doesn't just sound good. It heals.

| The music industry takes a lot. We're here to give some of it back.

Creative people don't burn out because they're weak. They burn out because they work without a net — no income stability, no sick days, no colleague to call when it gets to be too much. And when it gets to be too much, the music stops. That's not a personal loss. It's a cultural loss, a neighborhood loss, an economic loss. LOUDmusic builds the infrastructure that lets creative people stay: the financial tools, the mental health resources, the peer community that turns "I'm doing this alone" into something that actually isn't.

Proven

WELLBEING IMPACT

A systematic review of arts-based interventions found meaningful, statistically significant improvements in wellbeing, resilience, and self-concept across participants.

Source: Systematic review, peer-reviewed

\$4.09-\$5.18

SOCIAL RETURN PER DOLLAR (UK)

Arts Council England consistently documents £4.09-£5.18 in social return per £1 invested in arts programs — a framework directly applicable to the U.S.

Source: Arts Council England

49%

CRIME REDUCTION (CULTURAL PLACEMAKING)

Communities with sustained creative placemaking see up to 49% violent crime reduction — a direct correlation with improved community wellbeing.

Source: Urban Institute, 2022

\$7.20-\$21.60

SROI TARGET PER DOLLAR

LOUDmusic's SROI target for justice-program participants — consistent with YouthBuild and comparable workforce intervention frameworks.

Source: Urban Institute YouthBuild Framework

Community Revitalization

A professional recording studio changes a neighborhood.

A studio doesn't just record music. It changes the block it's on.

When a professional creative facility opens in a neighborhood, something measurable happens. Foot traffic increases. Adjacent businesses follow. Young people who used to leave to find something worth doing now have a reason to stay — and a reason to bring others. The cultural anchors that define cities like Nashville, Atlanta, and Detroit weren't accidents. They were investments in infrastructure that happened to be made of music. LOUDmusic is building that infrastructure in communities that have the talent but have never had the institution.

49%

CRIME REDUCTION IN CREATIVE DISTRICTS

Sustained creative placemaking programs produce up to 49% violent crime reduction in surrounding communities.

Source: Urban Institute, 2022

1.82x

LOCAL ECONOMIC MULTIPLIER

Every music job and creative facility generates \$1.82 in downstream economic activity — in venues, equipment, hospitality, and tourism.

Source: City-level economic studies

~\$15

PRIVATE INVESTMENT PER \$1 PUBLIC

LOUDmusic's model generates approximately \$15 in private investment for every \$1 of public funding — consistent with EDA benchmark returns.

Source: EDA Investment Framework

25+

CREATIVE ANCHORS BY 2030

LOUDmusic will activate 25+ creative district anchors in Opportunity Zones — generating multiplier effects and property value stabilization.

Source: LOUDmusic 2035 Commitment

PUBLIC COMMITMENTS

What We're Building Toward

Consider what happens without this investment: 5 million disconnected youth cost the U.S. an estimated \$93 billion annually in lost earnings and productivity. Each person who enters the justice system costs \$43,000/year to incarcerate — and carries a 51.7% lifetime wage penalty that costs the broader economy \$55.2B each year. These are the costs of inaction. These six goals are the specific interventions we are engineering to reduce them. Progress figures shown are Year 1 targets — updated as outcomes are documented.

Train 5,000 workforce-ready creatives

Across 6 DOL-registered career tracks — targeting 78% post-program employment (WIOA benchmark) and \$7,500+/quarter earnings.

Launch 1,000 profitable creative businesses

40% EBITDA-positive at 12 months. 80% 3-year survival rate — double the national average for small businesses.

Enroll 2,000 justice-involved individuals

In creative career pathways. Target: –30% recidivism within 3 years. \$7.20–\$21.60 SROI per \$1 invested.

Develop 1,000 independent recording artists

With full distribution, ASCAP publishing, and royalty infrastructure active. \$10M in direct creator earnings by 2032.

Activate 50 community studio satellites

In 15 cities. Each with full LOUDmusic infrastructure stack. Each generating a documented 1.82x economic multiplier.

Generate \$100M in Net Creative Economic Value

Tracked across all LOUDmusic sites. A single, auditable metric for every funder, partner, and city we work with.

Quarterly reporting and public audit: Global Media Publishing Inc publishes quarterly progress reports against each of these goals. All data is independently verified and publicly accessible at impact.loudmusic.io.

GET INVOLVED

Join the Mission

\$500 funds one month of professional studio access. \$5,000 covers one full career credential. Whether you're an individual, a foundation, a brand, or a city — there's a way in. Every contribution is tracked to specific outcomes, reported quarterly, and fully tax-deductible.

Mentorship

Mentorship Your time unlocks something no grant can buy: proof that the pathway works. When industry professionals mentor inside LOUDmusic, participants gain direct access to the knowledge, networks, and norms that determine who breaks through in a creative career — without the gatekeeping. The difference between a credential and a career is often a single relationship. 250 master instructors needed by 2032. Your field experience is the curriculum we can't buy.

In-Kind Contributions

In-Kind Contributions Equipment and software donations directly remove the barrier that keeps most creators out — professional tools they can't afford. A donated interface, instrument, or DAW license goes immediately into a youth program in a high-need community, where access to professional-grade gear is the single largest obstacle to entry. Every donated asset is appraised, documented, applied to a program budget, and often qualifies as matching leverage for government grant funding. Your equipment does not sit in a warehouse. It produces sessions the next week.

LEARN MORE

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