

# *ANNUAL MARMOSET TRANSPARENCY REPORT 2025*





**DEAR FRIENDS, COLLEAGUES, CLIENTS,  
COMPETITORS AND COMMUNITY,**

Staring into the face of uncertainty, amid threats to human rights, liberties, dignities, safety, and more — it’s easy to feel overwhelmed, or even worse, apathetic.

Hold fast.

As the fog of world politics, macro economics and fear mongering persists, please know you’re not alone. Marmoset is still here, standing strong by your side. Still believing in the good of humankind. Still fighting for the good in our communities. Still committed to purpose and values before profits. Still committed to running a fiercely independent company that answers to no investors, no board of directors, and no governments or presidents.

Marmoset was founded nearly 15 years ago on a basic concept: connect music with industries that need it, which in turn supports artists, empowering them to pay bills and create more art. It’s really quite simple.

Today Marmoset supports more than 350 independent artists, bands and record labels, and is still committed to being the economic engine that drives them. Marmoset creates living wage jobs with exceptional benefits for nearly 40 full-time staff, spread across our Portland, Los Angeles and NYC locations. We’re still the only Certified B Corp in the game, giving 10% of profits to community orgs we believe in — working for social justice, civil rights, LGBTQ+ advocacy, houslessness, equity and inclusion, access to education, music and arts, environmental protections and much more.

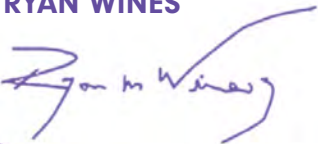
In total, Marmoset has invested half a million dollars into our community partners. Consider this: Don’t just license music. Invest in artists and empower a movement.

Every single time you work with Marmoset, you are supporting real artists, you are funding living wage jobs, you’re supporting a fiercely independent small business, and you are amplifying our shared value “BE COMMUNITY” – investing real dollars (and some paid volunteer hours) into the ecosystem. Where and with whom you choose to license music matters.

Independent. Purpose-driven. Community-focused. That’s Marmoset. Always has been. Always will be.

With gratitude,

**MARMOSET FOUNDER AND CEO,  
RYAN WINES**



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# THE BUSINESS SECTION



MARMOSET ARTIST LARYSSA BIRDSEYE

## PATH OF THE DOLLAR

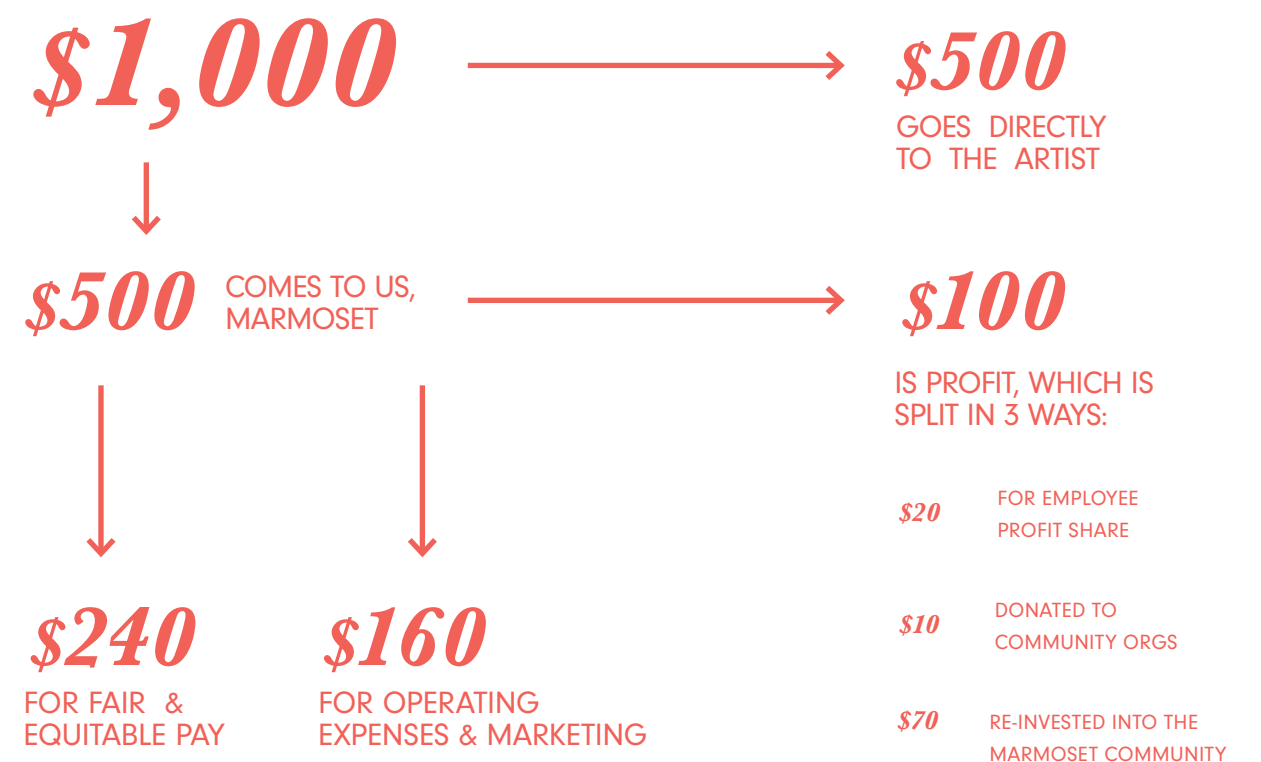
The business of music licensing can be antiquated and complicated, and you might wonder, why does a song cost money to use? Marmoset aims to be as transparent as possible so you can understand where your music budget goes.

Marmoset is proud to represent 3,198 artists with an average 50-50 license fee split. While our main form of artist compensation is a license fee split, Marmoset artists can also

make money through demo and composition fees, profit-sharing structures and more.

Marmoset's portion of revenue generated is used to pay employees and fund operations. And finally, 10% of what's left over is invested into community organizations with high social impact in the areas of arts, social justice, education, hunger and more.

### IF YOUR MUSIC BUDGET IS...





## CLIENT SPOTLIGHT GROUND MEDIA

Marmoset recently had the opportunity to partner with Ground Media to provide music for a transformative project with GLAAD. The project, called Here We Are, is aimed at addressing one of the most pressing social issues of our time: transgender equality. The project combines research, storytelling, and video production to create an interactive web experience and video campaign aimed at changing public opinion.

In celebration of this project, Marmoset has made a \$1,000 contribution to GLAAD to continue to support the work they do.

### The Context

Despite 70% of Americans expressing support for trans equality, there's a significant disconnect when it comes to backing specific policies that would enshrine that equality. For example, while a majority claim to support equality, an equal percentage oppose policies like allowing trans people to use bathrooms corresponding with their gender.

This glaring gap underscores the need for more effective communication strategies to bridge understanding and support for trans rights.

### The Project

The primary aim of Ground Media's project with GLAAD was to implement the best video storytelling practices to increase support for trans equality.

Through extensive research and testing, Ground Media identified that the most crucial metric for change was increasing the belief

that being trans is real. They also sought to measure if video storytelling could boost acceptance of trans people among friends and family and support for healthcare policies for trans youth.

They interviewed 20 trans people, capturing diverse stories that could resonate widely. They then deconstructed these stories, focusing on shared values, hooks, narratives, stakes, and calls to action.

Ground Media CEO David Rochkind chose Marmoset as the music partner for this project -- not only because of our shared values, but because of Marmoset's strong collection of quality music.

"We work with Marmoset on every video campaign we possibly can," he said.

They produced six videos, each exploring different aspects of their lives. Nadya's story was told both with and without her parents, while Ashton's narrative included versions focusing on his conservative father's perspective. Gio's videos highlighted his experience as a veteran. Marmoset was proud to provide the soundtrack to the six PSA videos produced.

### The Results

The team at Ground Media surveyed a thousand people, and asked questions to gauge their beliefs and attitudes towards trans people. The PSAs resulted in:

- **Increased Belief in Transgender Reality:** The videos significantly boosted the belief that being trans is real.

- **Enhanced Acceptance:** The videos created notable increases in acceptance of trans people among friends and family.
- **Policy Support:** Remarkably, the videos also positively influenced support for healthcare policies for trans youth, even though the videos did not explicitly address policy issues.

These PSA videos have demonstrated the power of strategic storytelling in shifting public opinion and fostering greater support for trans equality. Across all metrics and audience segments, these videos succeeded without causing any backlash, proving they can be deployed widely and effectively.

Marmoset is proud to be part of a project that underscores the critical role that thoughtful, research-backed storytelling can play in driving social change. We are excited about the potential it holds for creating a more inclusive and equitable society.

**"WE WORK  
WITH  
MARMOSET  
ON EVERY  
VIDEO  
CAMPAIGN  
WE POSSIBLY  
CAN."**



**NADYA, ONE OF THE SUBJECTS OF THE GLAAD PSAS, SMILES WITH HER FAMILY.**



# COMMUNITY INVESTMENT

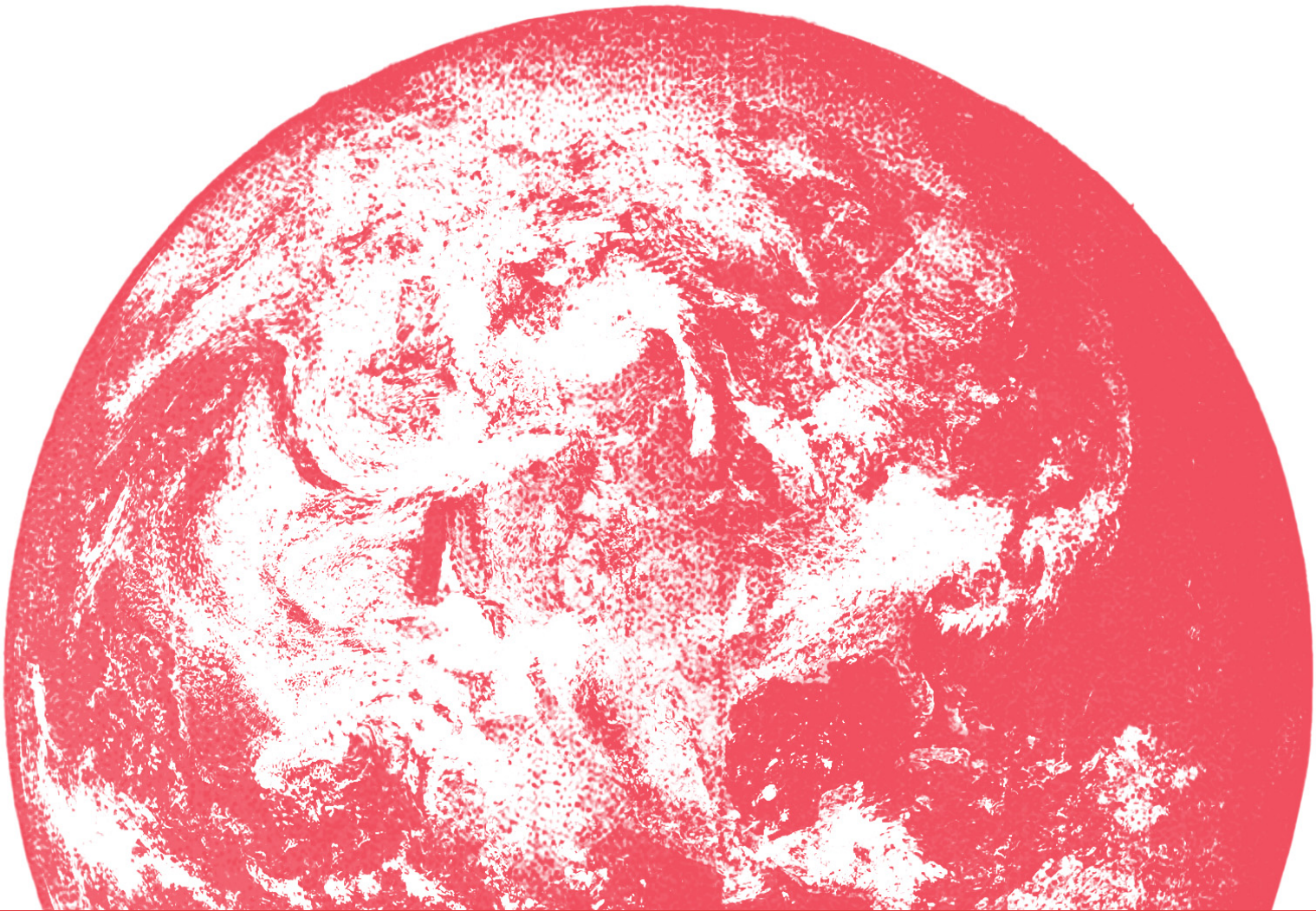
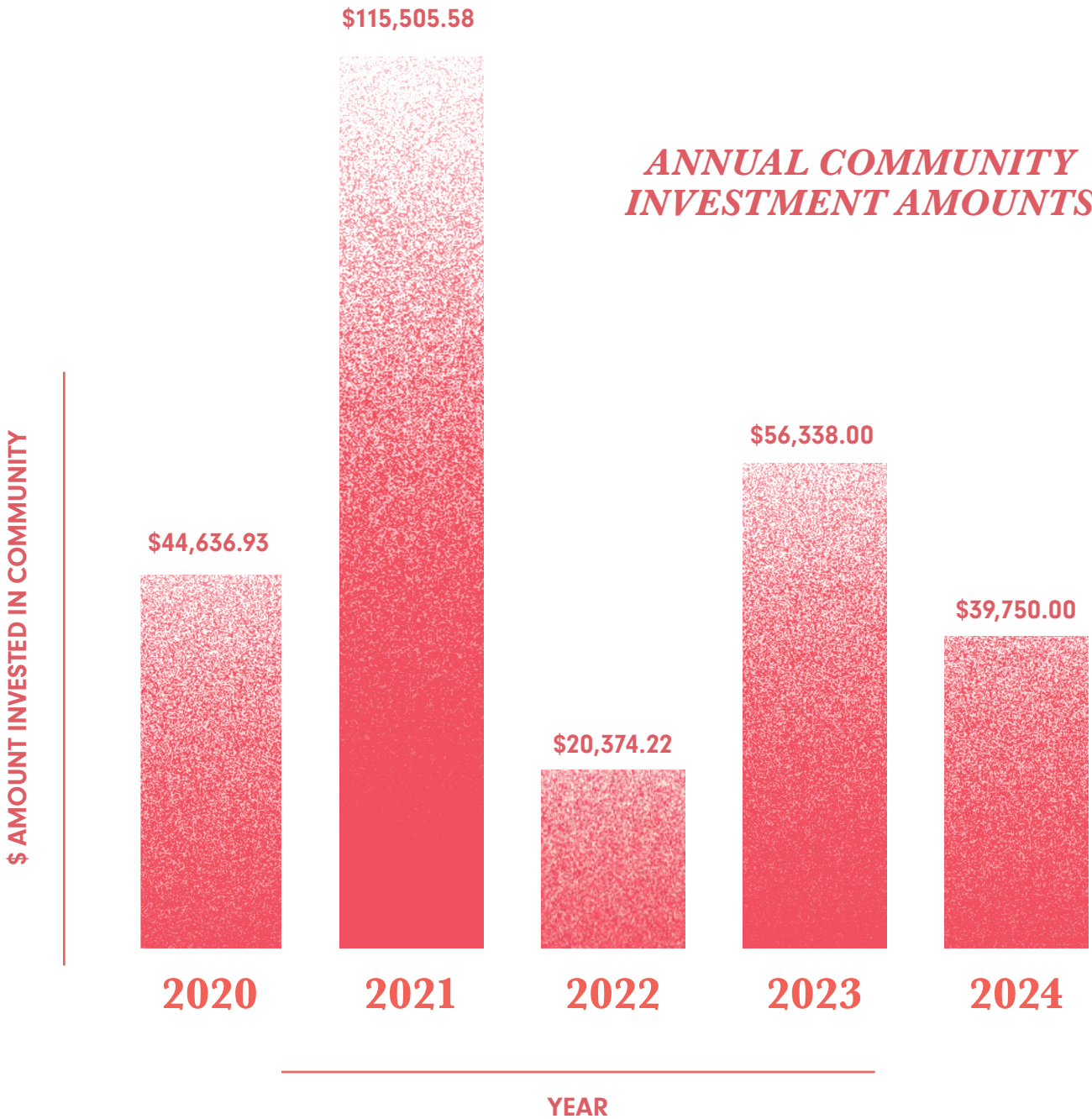
IN TOTAL, MARMOSET HAS CONTRIBUTED

\$538,338.21

TO ORGANIZATIONS LIKE

AALDEF, ACTION AID, ADELANTE MUJERES, ANERA, APANO, BACKPACKS FOR THE STREETS, BASIC RIGHTS OREGON, BLACK FILM SPACE, BLACK RESILIENCE FUND, CALM, CAUSA WORKERS RELIEF, CRAG LAW CENTER, DESCHUTES RIVER ALLIANCE, DOCTORS WITHOUT BORDERS, EVERYTOWN FOR GUN SAFETY, GLAAD, HAWAII SONGWRITER FESTIVAL, IMAGINE BLACK, JEWISH VOICES FOR PEACE JWF, KAIROS, LACED UP PDX, MILKCRATE KITCHEN, MY VOICE MUSIC, NAYA, NATIONAL NETWORK OF ABORTION FUNDS, NATIONS SKATE YOUTH, NTNL QUEER + TRANS THERAPISTS OF COLOR NETWORK, NW ABORTION ACCESS FUND, OREGON FOOD BANK, OUTSIDE IN, PALESTINIAN CHILDREN'S RELIEF FUND, PETA, PRISM HEALTH P:EAR, SOUTHERN OREGON UNIVERSITY BLACK STUDENT SCHOLARSHIP FUND, SAVE OUR STAGES, SAVE THE CHILDREN, SAVE THE MUSIC, SEEDING JUSTICE, TECHQUERIA, THE PEOPLE CONCERN, THEPATHFINDERNETWORK, TRANSITION PROJECTS, TRANSGENDER LAW CENTER, US CAMPAIGN FOR PALESTINIAN RIGHTS, WOMEN'S AUDIO MISSION

AND MORE.





## COMMUNITY IMPACT STORY

### MY VOICE MUSIC



**WRITTEN BY AMY SABIN, FORMER MARMOSET EMPLOYEE AND EXECUTIVE DIRECTOR AT MY VOICE MUSIC**

Working for Marmoset helped me to grow as a human and a leader. I was challenged and supported in critical ways that prepared me to have the confidence to consider a role as Executive Director at an organization I was very passionate about.

It had been a dream of mine to work with kids using music as a therapeutic tool. When the opportunity for a role came up it was a hard decision to leave, but when I made the choice Marmoset gave me complete support.

I took the role of Executive Director at My Voice Music, replacing their founder and previous Executive Director who was tragically killed in an accident. These were very big shoes to fill. My Voice Music uses music to help kids build social emotional skills, process complex trauma, and build community.

Marmoset not only supported and applauded my decision to take on this role, they made a donation to My Voice Music within a few months of me joining the organization.

Just a few months later they made My Voice Music a legacy partner and supported us financially

again in 2023. This was deeply meaningful to me personally and incredibly impactful to the organization: There was no gatekeeping, there were no hoops to jump through, no strings attached and no requests for us to prove that we were worthy of this support. They already knew we were doing important work as evidenced by the stories of the youth we serve.

While Marmoset can't support every good cause, the fact that they make it so simple and reliable is absolutely huge. The amount of time and energy it takes to fundraise is very detrimental and exhausting for organizations like ours.

Thank you Marmoset for being a leader in your approach to community giving, thank you for your ongoing support and incredible commitment to community.



**"THERE WAS NO GATEKEEPING, THERE WERE NO HOOPS TO JUMP THROUGH, NO STRINGS ATTACHED AND NO REQUESTS FOR US TO PROVE THAT WE WERE WORTHY OF THIS SUPPORT. THEY ALREADY KNEW WE WERE DOING IMPORTANT WORK AS EVIDENCED BY THE STORIES OF THE YOUTH WE SERVE."**





**MARMOSET STAFF VOLUNTEERING  
WITH MILKCRATE KITCHEN.**

**MILKCRATE KITCHEN PROVIDES  
NO COST MEALS TO THE GREATER  
PORTLAND, OR COMMUNITY.**

# CERTIFIED B CORP STATUS

# 91.5

**GOVERNANCE: 14.5**  
**WORKERS: 29.8**  
**COMMUNITY: 23.1**  
**ENVIRONMENT: 8.5**  
**CUSTOMERS: 15.5**

## MARMOSET'S B CORP SCORE AND SCORE BREAKDOWN

As a Certified B Corp, Marmoset strives to do business as a force for good; an ethos that aligns well with our purpose of “Be Community”.

Being a certified B Corp means we are held to the highest level of accountability, balancing people, planet and profit. As part of this commitment, Marmoset invests 10% of all profits directly into community organizations championing social justice, human rights and critical world affairs.

Marmoset is due for our second re-certification early in 2026. Throughout 2025, we will be working with a group of Marmoset staff across many teams to prepare the information and internal assessment needed for re-certification. Our goal is to identify areas of improvement for this recertification, but also plan for improvement for the future.

B Lab, the organization which conducts the B Corp certification, has established new, advanced standards for companies to re-certify, which will take place in 2026 and beyond. The increased standards aim to demonstrate the leadership role Marmoset and other B Corps take in inspiring meaningful change.

### Goals For 2026 Recertification

- Measure and report on Marmoset’s social and environmental impact.
- Reduction and/or offsets of greenhouse gas emissions.
- Increase the annual percentage of staff who take paid time off for volunteer service.





# BUSINESS AREAS OF IMPROVEMENT

Marmoset has an ongoing commitment to a community that directly benefits from us running and maintaining a business that generates strong revenues and profits. We don't think of these words as 'dirty', and instead are always looking to improve and maximize them to reinvest. When we have strong financial health we:

- *Pay out more to artists*
- *Invest more in employees through pay and benefits*
- *Invest more in community organizations through our 10% of profits commitment*
- *Invest in Marmoset's future to ensure sustainability and growth*



*MARMOSET ARTIST FRANKIE SIMONE*



*MARMOSET ARTIST SHANGHAI RESTORATION PROJECT*



# THE ARTIST SECTION



**MARMOSET ARTIST THE BREWZ**

## ARTIST PHILOSOPHY

In a year of technological disruption, political upheaval and plenty of ongoing change, we're grateful that two things have remained the same: creatives in advertising, film, TV + streaming, trailers, sports and video games are still reaching for music that elevates and differentiates their projects, and Marmoset's focus on delivering the best human-powered music to those clients remains as strong as ever.

We made great strides in 2024 by diversifying both our custom music staffing and our licensing roster by 10% or more each, welcoming 305 brand new artists in the process. Over 70% of our Artist Collaborations projects this year spotlight musicians from historically underrepresented groups. Our team added 8,244 songs to Marmoset and 3,139 to Track Club, and our staff listened to every single one. Some we listened to a lot!

There's already great prospects on the horizon too - in early 2025, Marmoset will exceed \$50,000,000 paid out to artists all-time, perhaps the biggest milestone on our road thus far.

This year we'll release new cutting edge technologies to make music search and customization faster, more precise, and more fun, always with the real people behind that music at the center of the conversation.

We have plans to expand the global reach of our client projects and our catalog to amplify the voices (and raise the incomes) of underrepresented artists from more places around the world.

We'll be celebrating for sure - and of course, there's lots of work to be done. We've got songs to listen to, composer feedback to send, technology to build, trends to track, and tons of music to make and gather. We need to get on calls with artists and labels from Mexico, the Middle East, China, Korea, and Thailand, just to name a few. We need more female and non-binary artists represented in the top half of our quarterly artist payouts, not just in our music catalog.

Lucky for us, we love the work. And we're honored and humbled to do this work with you, our artist and label partners, our client collaborators, our friends, and our broader community. Thanks for sharing your time with us.



**WRITTEN BY BOB WERNER,  
HEAD OF CREATIVE SERVICES**



# ARTIST AND COMPOSER EQUITY

38%

OF ARTISTS FROM UNDERREPRESENTED GROUPS IN THE TOP 50 INCOME EARNERS IN 2024, A 2% INCREASE FROM 2023.

80%

INCREASE IN NON-MALE ARTISTS IN THE TOP 50 EARNERS SINCE 2023.

51%

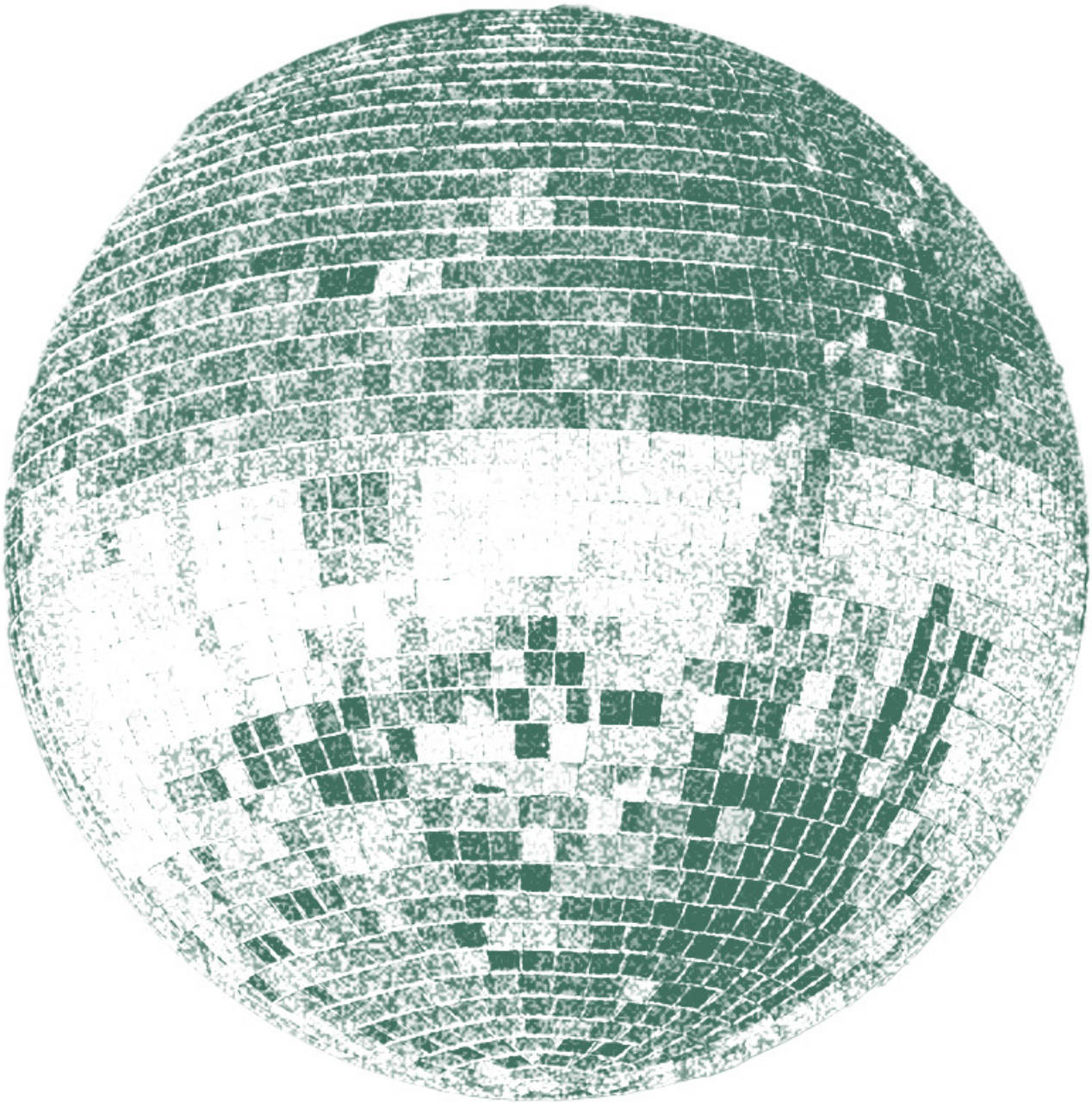
OF COMPOSERS WE HIRED FOR CUSTOM MUSIC PROJECTS IN 2024 WERE FROM UNDERREPRESENTED GROUPS, AN 11% INCREASE FROM 2023.

74%

OF COMMISSIONED SONGS ADDED IN 2024 SPOTLIGHT COLLABORATORS FROM UNDERREPRESENTED GROUPS, AN 8 % INCREASE FROM 2023.

66%

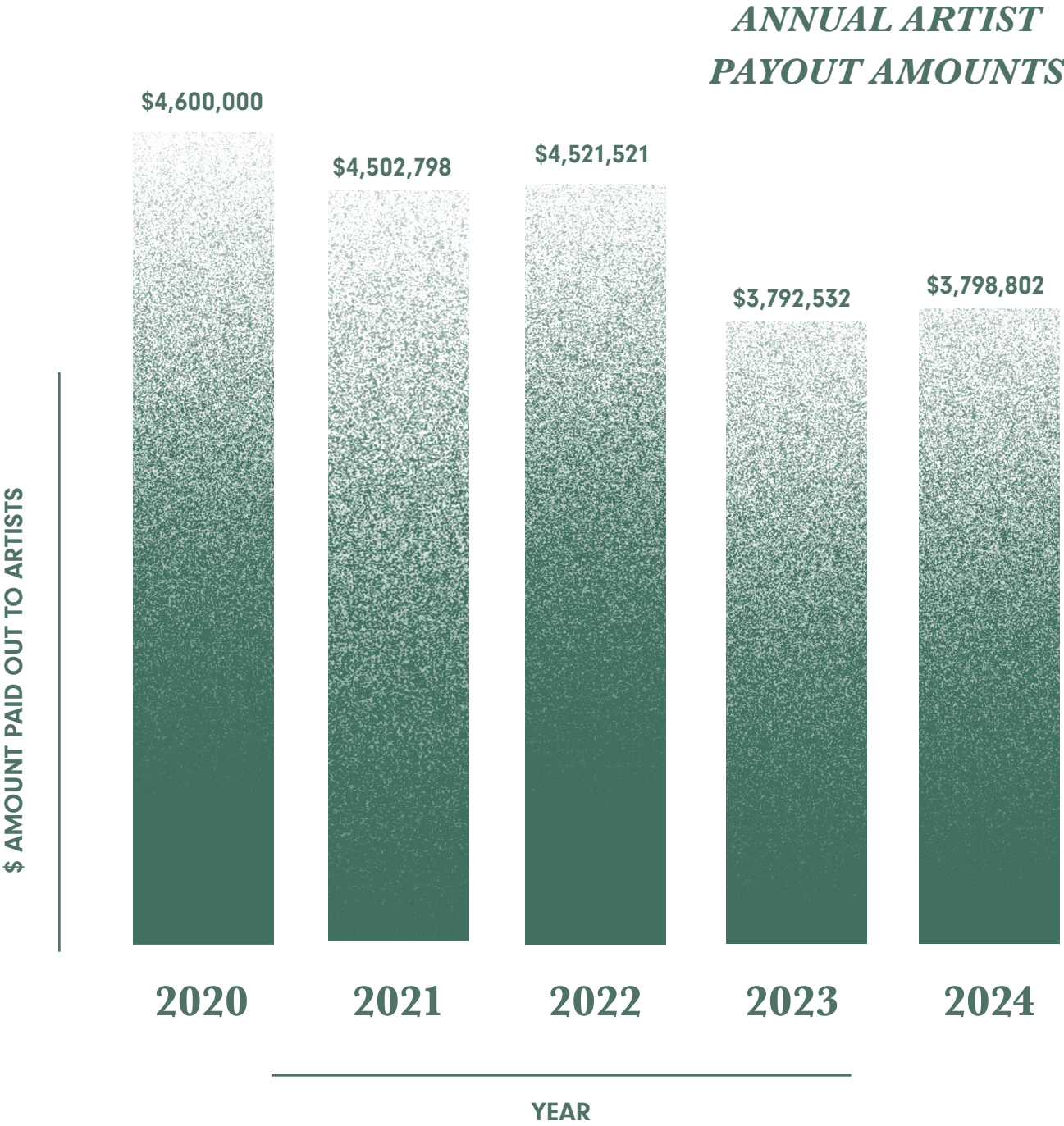
OF THE 305 ARTISTS ADDED TO THE MARMOSET ROSTER IN 2024 FEATURE CONTRIBUTORS FROM UNDERREPRESENTED GROUPS, A 10% INCREASE FROM 2023.





# TOTAL ARTIST PAYOUT

## ANNUAL DATA



# ARTIST IMPACT STORY

## THE BREWZ

**Who are you?**

We're an artist & a production/ songwriting team from Honolulu, Hawai'i. We love third wave coffee culture, and we've built our music process like an artisanal partnership of different key specializations.

We all have a love of old school songwriting, some sort of classical background, but very different production & engineering lanes.

**What is the placement you've done with Marmoset that you're most proud of?**

There's two placements that we're really proud of. The first being the launch ad for the OnePlus Nord phone. That was our very first international placement featuring our other kick-ass award winning-artist friend, Keilana on vocals. I think I quit my part time day job soon after.

The 2nd was a Kona Brewing Big Wave ad. My understanding is that they weren't specifically looking for music like ours but the Marmoset team insisted on pitching our song "Stride" because they wanted to include a local artist from Hawai'i. We wrote that song as an ode to the Kaka'ako arts district in Honolulu where most of our close community is. Because of that placement there are now more local businesses interested in working with us.

**How has working with Marmoset impacted you?**

Working with Marmoset has been a dream come true. Being from the islands, we've never met anyone who worked in the same musical space. For years we sat around talking about how cool it would be to one day work with the folks at Marmoset. The good folks there are a constant source of inspiration, they model not just good taste making but also what it means to be ethical and community oriented human beings.

We started working with Marmoset right before the pandemic in 2019. Had it not been for Marmoset I don't know how we would've gotten through the pandemic when we lost our other gigs as artists. Working with Marmoset has also given us the resources to now benefit our own artist community here in Hawai'i, and reinvest into growing causes we're passionate about such as the Hawai'i Songwriting Festival, and Creative Mornings Honolulu.

**WRITTEN BY MARMOSET**  
**ARTISTS THE BREWZ**



# ARTIST AREAS OF IMPROVEMENT

While we made great progress in 2024 by increasing the underrepresented artists in our Top 10 earners to 30% and hiring over 50% underrepresented composers for custom music projects, Marmoset remains focused on diversifying our top income earners. There's still a lot of room for us to grow opportunities for more of the artists we work with. Some goals we have include:

- *We ended 2024 with 10% non-male artists represented in the Top 10 income earners - an improvement over last year, but we did not hit our goal of having minimum 30% non-male identifying artists in our Top 10. We aim to exceed this goal in 2025.*
- *Q4 of 2024 was our highest ever presence of underrepresented artists in our Top 10 income earners at 50%, up from 30% earlier in the year. Our goal is to continue this trend in 2025.*
- *Additionally, we'll prioritize building relationships with more composers for custom music projects outside the US, especially in Mexico, the Middle East, China, Korea, and Thailand, with vocals in local languages.*



*MARMOSET ARTIST SO MUCH LIGHT*



*MARMOSET ARTIST PAYTON SULLIVAN*



# THE PEOPLE SECTION



## PEOPLE PHILOSOPHY

99% of employees surveyed in exit interviews say the thing they liked most about working at Marmoset is the people.

We take great pride in our people and the work they do at Marmoset and in our community. No matter the role, be it full-time employment or short-term internship, we always conduct our full interview process, giving the candidate and Marmoset space to find alignment with the role's requirements as well as with our purpose and core values. This ensures we're continually championing our culture and being clear with the candidate about expectations for the role and as an employee.

And speaking of interns - our internship program has helped shape who we are in a big way. 30% of our current full-time staff started working at Marmoset as an intern. Some of them joined us only a year ago, while a good number have been here for 5+ and even 10+ years! In fact, 50% of our leadership team are employees who started at Marmoset as interns. In addition to our own recruiting, we partner with local organizations like The Script and schools like the University of Oregon to connect with prospective interns, broaden our reach, and diversify our candidate pool.

Another important factor to our amazing team is relationships. We care personally (credit inspo to Kim Scott) about each employee, taking the time to do one-on-ones biweekly, working through issues together and building trust. This builds deep and lasting relationships, as evidenced by our "boomerang employees". There are eleven

employees who joined the Marmoset team for a stint, left to pursue other opportunities, and rejoined the Marmoset team after a period of time.

I am so grateful for all of our current staff and Marmoset alumni. We definitely couldn't do this without them and together sounds better!

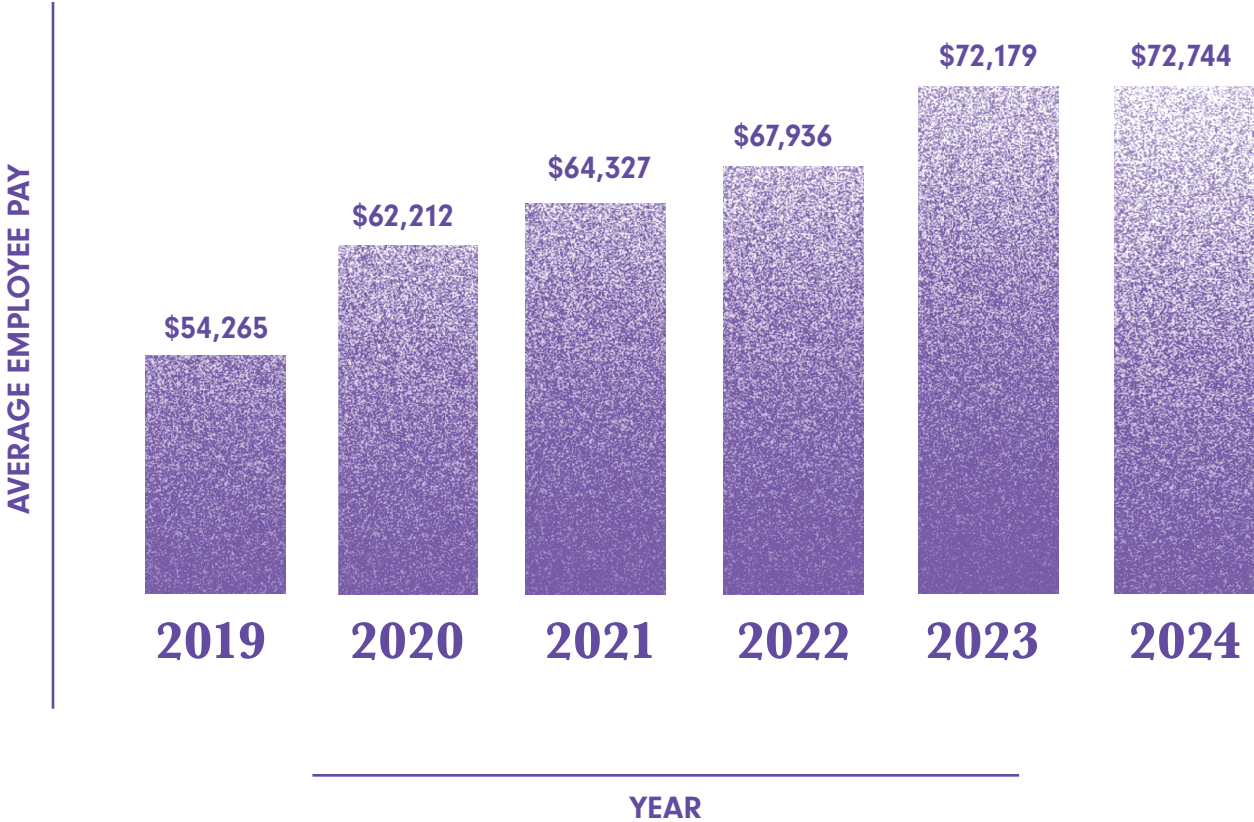


**WRITTEN BY NICOLE  
HOOPER, HEAD OF PEOPLE  
+ OPERATIONS**

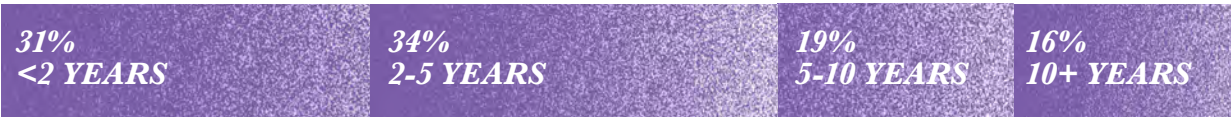


# EMPLOYEE PAY AND BENEFITS

## AVERAGE PAY AT MARMOSET



## EMPLOYEE TENURE



**FLEXIBLE PTO** includes vacation, sick time, creative days + volunteer days.



**SABBATICAL** 4 weeks after 4 years, 5 weeks after 7 years, 6 weeks after 10 years.



**PARENTAL LEAVE** 12 weeks paid in full after the birth or adoption of a child.



**MENTAL HEALTH (HRA)** \$500 annual for copay reimbursements.



**DEPENDENT CARE REIMBURSEMENT FOR WORK TRAVEL** up to \$2,500 annually.



**MEDICAL, VISION, DENTAL** 100% of employee premiums paid by Marmoset.



**TECHNOLOGY ALLOWANCE** 50% of technology up to \$1,500 annually.



**401K MATCH** contributions matched at 5%.



**REPRODUCTIVE HEALTHCARE TRAVEL** \$3000 to reimbursement of travel, lodging and per diem expenses for abortion services sought out of an abortion-restricted state.



**LIFE INSURANCE AND LONG TERM DISABILITY** employee premiums paid 100% by Marmoset.



**BOOK PROGRAM** pays employees \$100/book read from selected titles.



**CHARITABLE DONATION MATCH** up to \$500 annually.



**PAID TRAINING AND BAIL** available for those who peacefully protest for civil justice, including reproductive justice.



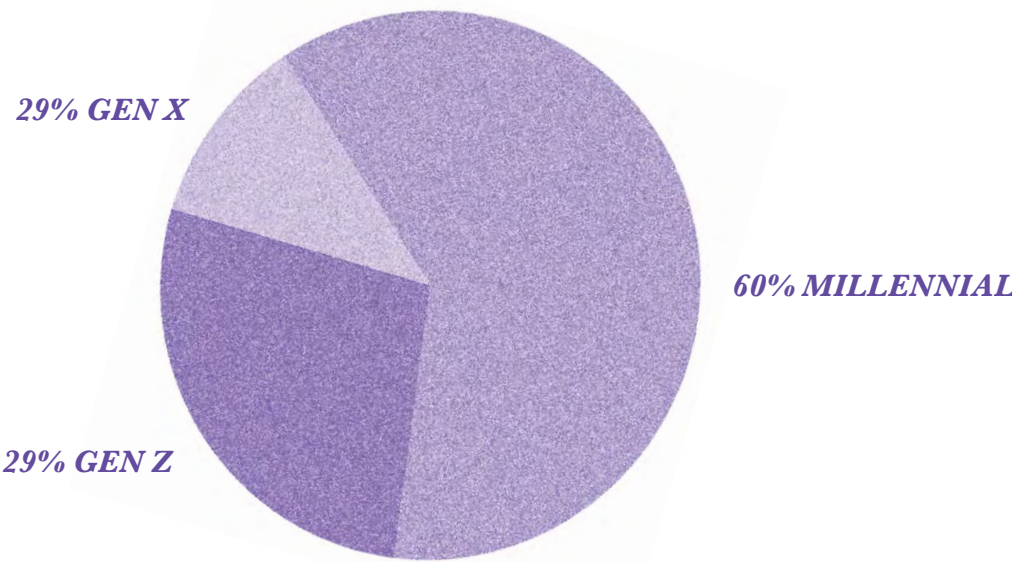
**QUARTERLY PROFIT SHARING** tiered payout system.



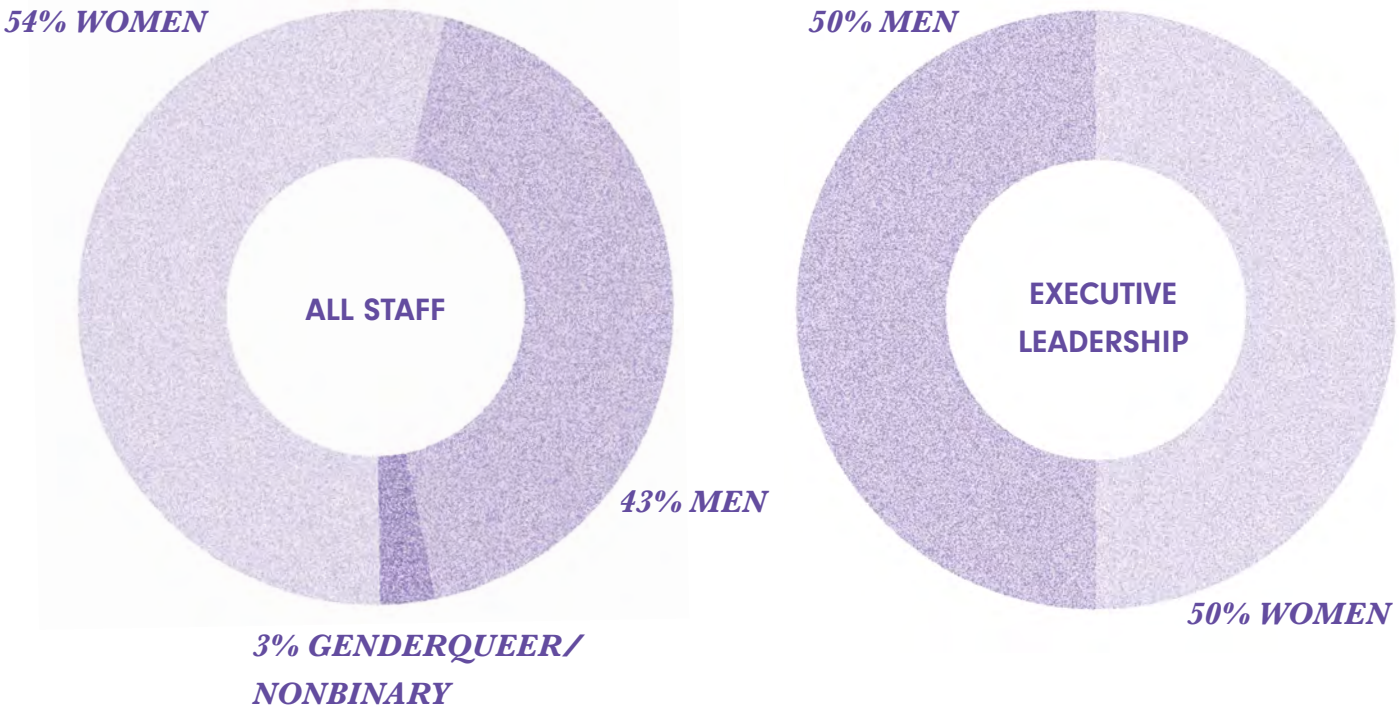
# EMPLOYEE MAKE-UP



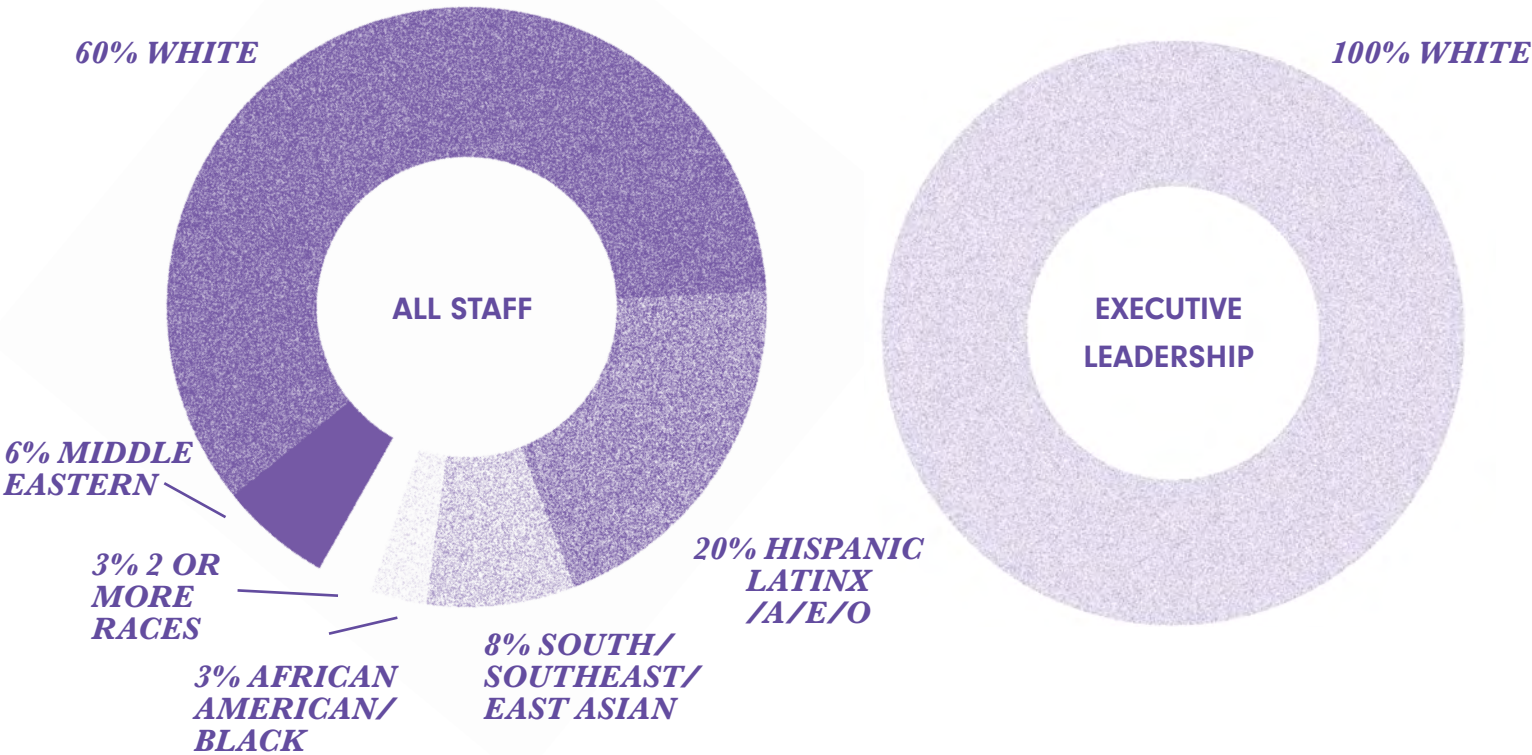
## EMPLOYEE GENERATIONAL BREAKDOWN



## EMPLOYEE GENDER BREAKDOWN



## EMPLOYEE RACE BREAKDOWN





# EMPLOYEE IMPACT STORY

## KATY DAVIDSON

### How did you hear about Marmoset?

I was a touring musician back in 2014, and while on “retainer” that year, I decided to see what other industry jobs I could learn about.

My filmmaker buddy Reed Harkness told me about a “new, small, local sync licensing company” that I should look into. I sent in my resume and before I knew it, I was interning at Marmoset a few days a week.

### How has working with Marmoset has impacted your life?

Working here has made a huge impact on my life because I only knew very little about sync licensing prior to my internship. Within my first year, I had a grasp of the basics of A&R and music supervision.

Company leadership identified my strengths in the realm of original music that year – I had already been self recording and producing my own music for a long time prior to my time at Marmoset. I began producing original projects and I’ve been a music producer ever since.

Working at Marmoset gave me a huge foundational knowledge base in the world of sync licensing. I’m so appreciative of the comfort and familiarity I have in this realm now. That’s not to mention all of the incredible clients and composers I’ve become friends with during my time here.

### What’s a project you’ve worked on at Marmoset you’re most proud of?

This is a very tough question because there are a lot of projects to choose from!

I’m extra proud to have really helped diversify our composer talent roster during my time here. I believe strongly in getting lots of women, BIPOC, non-binary, etc., people involved heavily in the mix on our original music projects. This is an impact I’ve made here that will have lasting effects.





# DIVERSITEAM

## DEI TRAINING HOURS

### LEADERSHIP

TOTAL DEI TRAINING HOURS SINCE 2016: 37

TOTAL DEI TRAINING HOURS IN 2024: 4

### ALL STAFF

TOTAL DEI TRAINING HOURS SINCE 2016: 22

TOTAL DEI TRAINING HOURS IN 2024: 4



**JOSÉ MALDONADO, DIVERSITEAM LEAD**

The Diversiteam was originally founded as a Diversity & Inclusion team in 2018, but quickly transitioned into a business resource group focused on supporting each department in setting and achieving their quarterly DEI goals.

Over the past 3-4 years, the company has increasingly centered equity as the core principle guiding all of our efforts. This shift has led the Diversiteam to place greater emphasis on strengthening our internal culture and fostering a more inclusive environment for our team.

We are a resource team dedicated to advocacy at Marmoset, to increase the meaningful participation of people from underrepresented groups and identities in our communities\*. We believe in:

- Respecting intersectionality
- Creating safe spaces for critical discourse around underrepresented group representation

- Aligning our work with Marmoset’s strategic business goals and strengthening core values
- Bringing ideas from this group into Marmoset’s strategic planning

### Diversiteam Initiatives

- Team Connection Events - Honoring our backgrounds through sharing cuisine, holidays and other celebrations of culture and identity
- DEI Learning Events - Workshops on topics such as Intersectionality and Anti-Racism
- Wellness - Team guided meditation centering our collective well-being





# PEOPLE AREAS OF IMPROVEMENT

With the recertification for Marmoset’s B Corp status due for approval in early 2026, the biggest areas of improvement that we’ll be working on this year are meeting (or exceeding!) the new standards for the category of Workers on the assessment. The criteria that B Lab lays out for companies in the certification and re-certification process is a fantastic benchmark that we aim to meet.

We have maintained good representation of underrepresented groups on our team at Marmoset, but have taken some steps back in diverse representation of ethnic groups on the leadership team. The Executive Team was again restructured to a smaller team in 2024, and without any new openings on the team, we did not have the opportunity to improve diverse representation on the team. It will remain a priority to increase representation for minority groups on leadership as well as for higher paid and highly sought after positions.



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