



# **MARMOSET** **2026 ANNUAL** **TRANSPARENCY** **REPORT**

# TABLE OF CONTENTS

-  Note from Ryan Wines,  
Marmoset's CEO & Founder (5)
-  The Business Section (7)
-  The Artist Section (21)
-  The People Section (31)

## Dear Marmoset clients, artists and community,

Standing with community has never been more essential. In this era of endless doom scrolling, political and civil unrest, AI and algorithms finely-tuned to steal our time, money and attention – showing up for community and connecting to a higher purpose may be our best way to reclaim our humanity.

Lots of companies say they stand for justice. Many brands say they want what's best for their customers. But behind the green washing and slick marketing speak, big profits for an elite class seem to drive everything.

Not here.

I'm proud to say that Marmoset is the real deal. We back up our commitments with action. Marmoset is the first music licensing company to commit 10% of profits to community orgs and causes we believe in. Since our inception, we've invested over half a million dollars to nonprofits advancing critical work in social justice, education, houselessness, music and arts advocacy, equity and inclusion, civil rights, and much more.

Marmoset is the only Certified B Corp in music licensing. This certification holds us to rigorous, third-party-verified standards for social and environmental impact, public transparency, and legal accountability, ensuring that profit and purpose are always balanced, not competing priorities.

Transparency is foundational to who we are. Marmoset publishes an Annual Transparency Report, offering a clear line of sight through our entire organization. It's our way of pulling back the curtain and not just sharing what we're proud of, but also

*“Humans  
create  
music here,  
not AI and  
algorithms.”*

spotlighting where we fall short and what we're doing about it.

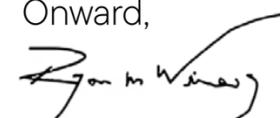
You won't find stock music here. We're not a commodity marketplace. Humans create music here, not AI and algorithms. Marmoset is a living, breathing community of independent artists, labels, staff, and partners – real hard working people – working together to make a meaningful impact in the world.

You make a difference when you choose where to license music. Your purchasing power is a huge, critical part of this ecosystem and community.

THANK YOU.

As always, we invite questions, criticisms, conversations or any ideas you may have to offer. Please, reach out to me at [ryan@marmosetmusic.com](mailto:ryan@marmosetmusic.com) anytime.

Onward,



Marmoset CEO & Founder,  
Ryan Wines



-  Path of the Dollar (9)
-  Marmoset's position on AI (11)
-  Community Investments (15)
-  Community Impact Story: Milk  
Crate Kitchen (17)
-  B Corp Certification (19)

# THE BUSINESS SECTION

## The path of the dollar

The music licensing world can still feel opaque and overly complex. At Marmoset, **transparency remains a core commitment**, so you always know where your music budget goes and who it supports.

Today, Marmoset proudly represents 3,564 artists and maintains an average 50/50 license split. Alongside representing independent artists and labels, we continue to grow our owned catalog in close collaboration with our artist community.

Artist compensation is structured around two primary pathways: upfront cash advances and a share of licensing revenue. Together, these ensure that every license directly supports working musicians.

Marmoset's portion of each license fee supports our staff and day-to-day operations. From there, **10% of remaining profits are reinvested into community organizations** creating meaningful impact across the arts, social justice, education, hunger relief, and beyond.

Casey Heyo

On average,

50%

Goes directly to the artist.

Dojo for Crooks

24%

For fair and equitable pay.

american radio

16%

For operating expenses.

PINK PASTEL

10%

Community investments, re-investment into Marmoset, and employee profit sharing.

## We asked 140+ industry creatives about **AI-generated music.**

In a year defined by fast-moving conversations around AI and artistry, one thing is becoming clear: people still care about where their music comes from.

Marmoset recently partnered with Cyanite and MediaTracks on a study to better understand how music supervisors, filmmakers, editors, and advertisers are navigating an industry where AI-generated music is increasingly present,

but not always clearly labeled. The goal was simple – listen. What do creative professionals actually want? What do they need? And how can we work together to protect the value of human creativity in the process?

More than 140 professionals weighed in. Their answers tell a story that cuts through the hype and points toward a shared priority: **transparency.**

Despite the proliferation of AI tools, there remains an unshakeable preference for **music made by people.** For many professionals, choosing human-made music is a matter of creative integrity, client expectations, and protecting the livelihoods of real artists.

As one respondent put it:

**“Music is personal and human.** I like knowing who made it, what influenced them.”



**49% of respondents said they will only work with human-made music.**

**Transparency is no longer a “nice to have”; it’s the baseline.**

Creatives want to make informed choices. Legal teams are watching attribution closer than ever. Professionals across the board echoed the same concern: without transparency, trust breaks down.

In the words of one respondent:

*“I’m concerned that if it were AI-generated, where did the AI take the themes or phrases from? Possible copyright infringement issues.”*



**97% of respondents want clear labeling on whether a song is AI-generated or human-made.**



**52% of respondents want more contextual metadata, with details like artist background, cultural roots, and creative inspiration.**

It’s not enough to know what a song sounds like. They want to know where it came from, who made it, and whether the creator was supported and credited fairly.

The message is clear – **origin matters.**

Professionals use this information to align music to story and emotional arcs, ensure cultural authenticity and explain choices to clients. Context brings integrity and intention into the creative process.



## Why this work matters to us

At Marmoset, we exclusively represent real, human artists. Not out of fear of new technology, but out of commitment to the belief that **music is one of the most human things we make**.

This study reinforces why we've taken a firm stance. Transparency is foundational. It guides how we build our catalog, how we support artists, and how we show up in the industry.

These findings point toward a future where transparency and context are the standard. Where artist identity and cultural background are meaningful, and human-made music holds value, not despite AI, but because of what only humans can create.

While human connections remain the heart of our business, that's not to say technology doesn't play a big role. Our Marmoset and

Track Club apps require powerful tech to get our high-quality music to clients, quickly. We see AI technology as a tool that can help us achieve our "Be Community" purpose.

AI is already playing a significant role in Marmoset's website experience and in how we curate music.

Our newest AI-powered feature, Similarity Search, is designed to make it easier than ever to find the perfect song for your project.

Just paste a YouTube or Spotify link to a reference song into the search bar, and we'll instantly create a list of Marmoset songs that match the vibe and style you're after. This tool is a game-changer for creatives who know exactly what they want but need a little help finding it.

Another great example of AI in action comes from our collaboration with Cyanite, which helps us organize and curate our ever-growing catalog of music. We use Cyanite to organize music by tags, like genre and instruments, which helps refine our music filters. This not only streamlines the process for our clients but also helps us **elevate the work of artists**, making it easier for their music to be found and appreciated.

By integrating AI into our music discovery process, we've been able to enhance our curation strategy, ensuring that the music we provide is not only high quality but also aligns perfectly with the creative vision of our clients.

Looking ahead, we hope to continue to integrate AI into Marmoset's user experience. In alignment with our artist-first philosophy, we're exploring using AI

to specifically **amplify the voices of historically underrepresented artists**. AI has the potential to break down barriers, removing biases that have traditionally kept certain voices from being heard.

We see AI as a tool to democratize the music industry further, ensuring that every artist has an equal opportunity to succeed.

In total, Marmoset has contributed

**\$558,838**

To community organizations, including:

Crag Law Center, Northwest Abortion Access Fund, My Voice Music, Milk Crate Kitchen, Asian American Legal Defense and Education Fund, Everytown for Gun Safety, Southern Oregon University, Imani Scholarship for the Education and Empowerment of Black Learners, Hawaii Songwriting Festival, Adelante Mujeres, Native American Youth and Family Center, Nativity School, Kairos PDX, American Near East Refugee Aid, Action Aid, Doctors Without Borders, Palestinian Children's Relief Fund, World Central Kitchen, City Harvest, Sewa, Hand Up Project, Border Kindness, Cancer Research UK, Hawaii Community Foundation, the ALS Association Connecticut Chapter, UNRWA, Race For the Rescues, Companion Pet Rescue, My Friend's Place, MusiCares, Building Beats, Pueblo Unido PDX, Feed The Streets



## Community Impact Story: Milk Crate Kitchen

Marmoset reached out to Milk Crate Kitchen via email in November of 2022 looking for ways to send teams of volunteers. Our space was very small then so it took some planning to make it happen. Since then they have volunteered in our kitchen at least four times with employees coming back on their own!

The support of Marmosets' volunteering is so important. Being a micro-sized 501c3 non-profit, volunteers are essential in how we sustain our mission of **providing**

**cost-free meals to anyone in need, no questions asked.**

Each time the Marmosets have blessed us with the opportunity to collaborate, not only has it been fun, but it has also helped us continue being a healthy meal provider making a positive impact on the lives of hundreds of community members each week. Each kitchen shift produced 200+ nutrient-dense fresh meals. We are also community-funded, with zero government backing for our meal programs.

*“This innovativeness allows Milk Crate Kitchen to stretch every dollar received to its maximum value, feeding a family of four for less than \$8!”*

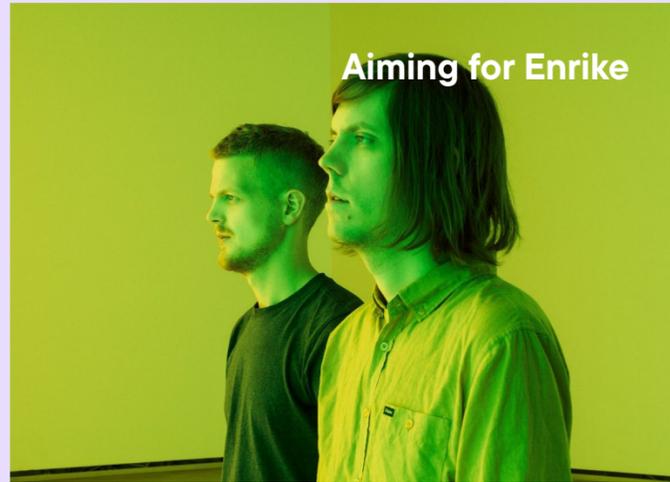


Through Milk Crate Kitchen's food rescue program, **we divert amazing ingredients picked up from our partners at local farmers markets, food businesses, and restaurants from becoming food waste** and use them in our meal planning. This innovativeness allows Milk Crate Kitchen to stretch every dollar received to its maximum value, feeding a family of four for less than \$8!

Marmoset's generous donation of \$4000 in 2022 helped us feed over 660 families! We look forward to future collaborations with Marmoset, helping us keep so many communities in need nourished.

- Michael Casper, Founder and Co-Director of Milk Crate Kitchen
- Sherielyn Gardner, Co-Director of Milk Crate Kitchen

## Marmoset is a proud Certified B Corp



In 2025, Marmoset proudly re-certified as a B Corp, earning a score of 95, which is **our highest verified score to date**. This milestone reflects more than a number; it represents years of sustained effort across our teams to strengthen our practices and deepen our impact.

For more than six years, we have maintained B Corp certification. This independent, third-party evaluation

ensures we are not just talking about our values, but actively embedding them into how we operate every day.

As the B Corp movement evolves, so do we. In preparation for our next certification cycle, Marmoset is taking on the ambitious goal of meeting B Lab's new, more rigorous standards. These updated requirements place greater emphasis on measuring and reporting the real-world impact of sustainability and community initiatives, shifting the focus from policy adoption to **demonstrated, meaningful outcomes**.

We are committed to rising to this challenge as we continue to drive positive change and provide leadership within our community.



# THE ARTISTS SECTION



Artist Philosophy (23)



Artist Impact Story: Aslı Yalçın, Vadi Sound (25)



Artist & Composer Equity and Earnings (29)

## Artist philosophy

“Human-powered music” is a funny thing to say. It’s strange to think about living in an era where you might have to ask, was this song made by a person? By a machine? Or somewhere on the infinite spectrum between the two?

Working to build the best platform for our clients and a catalog we’re truly proud of sometimes feels a bit like being two places at once. Over the last year we’ve gotten really good at occupying that duality: Marmoset is **tech-powered and human-centered**.

We’re deeply invested in both developing new tools for music search, and curating excellent music made by real people. We believe in pushing things forward, in seeing where all this can go, and in keeping musicians and their livelihoods at the center of the conversation.



Turns out, believing all that is messy. It was messy to add 9,831 new songs to our catalog, a 19% increase over the previous year, by having real conversations with over a thousand actual humans.

It was messy to add 3,743 new songs to Track Club, so our subscribers can re-mix more songs in-browser in real time than ever before. It’s messy to handle every music submission on a case-by-case basis to make sure we’re not representing AI-generated songs or vocal performances.



But that’s what we’re doing.

**There is a way forward that works for artists, for art, and for clients who need music for their projects.** Art and commerce have always had a complex relationship, and we’ve been navigating it professionally for 16 years. We’re glad to be with you on that ride.

Here’s to figuring out the next 16, and then some!

-Bob Werner, Head of Creative Services

## Artist Impact Story: Aslı Yalçın, Vadi Sound



Aslı Yalçın

We spoke with Aslı Yalçın, co-founder of Vadi Sound, a specialized sound design studio based in Istanbul, Turkey that focuses on cinematic, organic sound effects and combines field and studio recording expertise.

With a personal focus on urban field recording, Aslı creates culturally rooted soundscapes from cities and communities worldwide.

Aslı is committed to driving meaningful change, advocating for women in audio, mentoring women across industries, and supporting underrepresented and disadvantaged communities through non-profit organizations.

Marmoset and Track Club are proud to partner with Vadi Sound on our sound effects catalog. Read about Aslı's work here, edited for brevity.

*“Field recording is still not very well understood. People often ask me, “is it art, a job, documentation, or music?” To me, it’s a bit of all of those.”*

I met my business partner Enis, a talented sound designer, sound artist, and producer, around when COVID-19 hit. He had started building a local open-access sound effects library, but needed investment, international experience, and a strategy to turn it into a global brand. We clicked instantly, and after taking some time to reflect during the pandemic, we joined forces.

Five years later, Vadi Sound has grown into something much bigger than we imagined: a complete library of 50,000+ original sound effects across 97 libraries, used in games, film, music, immersive media, and creative AI. We also do commission work for games and film, and video games remain one of the most important parts of our sound effects sales. We partner with brands shaping the future of audio, and try to bring a fresh, progressive sonic aesthetic, **capturing fleeting sounds and turning them into cinematic experiences.**

At first, I didn't realize how male-dominated the sound effect space was, with women making up only about 5%, if that.

# “We follow immersive recordings rooted in real textures and lived experience.”

For me, it wasn't just about being an entrepreneur but about being a woman creating in audio—so I took up field recording myself, completed a master's in Sound Technologies, and wrote my thesis on urban soundscape recording techniques and listener perceptions.

Field recording is still not very well understood. People often ask me, “is it art, a job, documentation, or music?” To me, it's a bit of all of those.

Mentorship is critical. **Almost every woman I've interviewed has pointed to other women as mentors, and that cycle of support is what helps more women enter and stay in the field.**

That's why we started our flagship project, Vadi Talks—an interview and feature series building visibility for women in sound. I've hosted guests like Çisnel Karacebe, a sociologist and researcher writing her PhD thesis on the sounds produced

by modified cars, their owners, and the communities around them—what messages these sounds convey. Another guest was Mélia Roger, a prolific and versatile field recordist and artist who works to inspire ecological change through environmental and empathic listening.

Beyond Vadi Talks, we've also built a network of emerging young women in audio supporting each other, recommending one another for projects, and hosting workshops. For example, we brought together 20 young women in Ankara for mentorship and training. And every year, we celebrate International Women's Day, which in this space still feels like an act of resistance.

Last year I was in Barcelona, capturing urban ambiances. The city is so alive, even in January. At one skate park I recorded for hours: people skating, smoking, laughing, even teaching a dog how to skate. At one point a skater came up and started rapping

to me. **It was so unexpected and joyful that the whole session felt like a movie soundtrack.** I went back for three days to capture it from different angles.

Some scholars in the Anthropocene discourse argue that cities themselves are now considered part of nature. I feel the same. I like recording harsher urban sounds—construction sites, traffic under bridges, or a city forest framed by the hum and buzz of the city. Some think of these as ‘noise’ and avoid them, but when you listen closely as a field recordist, there's rhythm and music in them. I've also noticed that recording the chaotic sounds of the city helps me feel less disturbed and more at ease with the big cities.

Field recording and studio recording both require creativity and planning, but field recording demands much more preparation. You have to think about security, equipment, weather, time of day, even airplane flight paths. Often you need to scout locations, do intentional listening, make pilot recordings, and research the cultural or natural context.

But spontaneity is just as important. Sometimes the most beautiful sounds come from unexpected places. Once I was recording grand palace doors in Istanbul, and later discovered that a cheap PVC bathroom door I captured had one of the



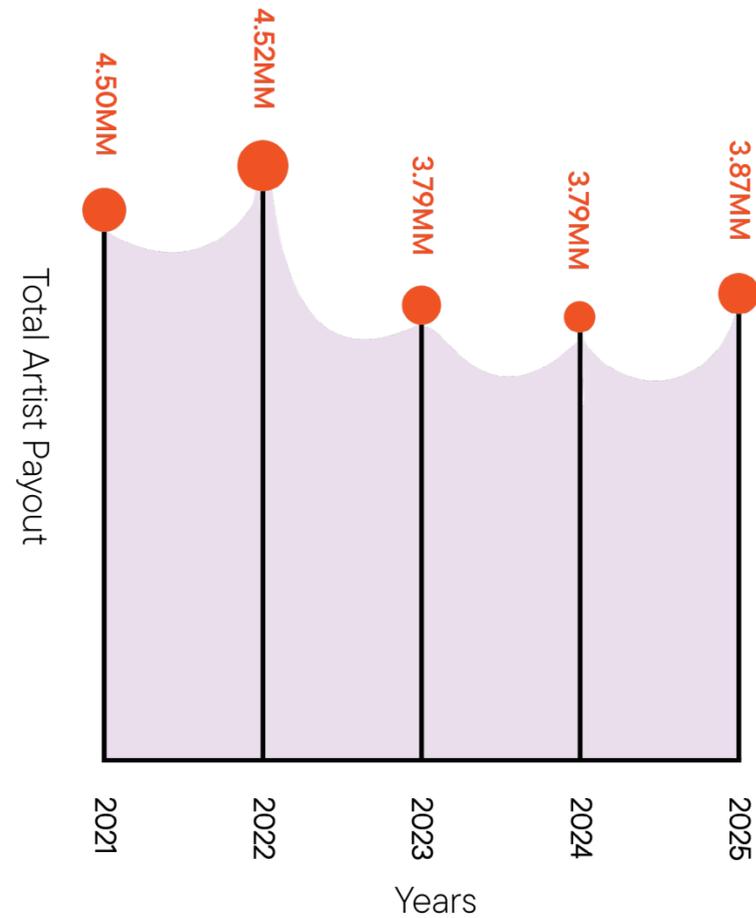
richest, most musical rattles I'd ever heard. Those surprises keep it exciting.

Protest ambiances are another favorite of mine—and they remind me that sometimes it feels good to raise your voice too.

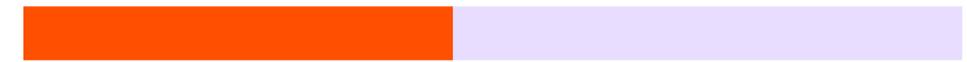
**We keep an eye on market trends and where there's room for more progressive or organic sounds.** We also learn a lot from our collaborators. But mostly, we follow immersive recordings rooted in real textures and lived experience. If they sound interesting to us, they usually sound interesting to others too.

- Aslı Yalçın, co-founder of Vadi Sound

# Artist and Composer Equity & Earnings



19 artists from underrepresented groups were in the top 50 income earners in 2025, a 2% increase from 2024.



48% of composers we hired for custom music projects in 2025 were from underrepresented groups, an 8% increase from 2024.



1 non-male artist was in the top 10 earners for 2025, up from 0 in 2024.



62% of Artist Collabs songs added in 2025 spotlight collaborators from underrepresented groups, a 4% decrease from 2024.



54% of the 425 artists added to the Marmoset licensing roster in 2025 feature contributors from underrepresented groups, a 2% decrease from 2024.

-  People Philosophy (33)
-  Diversiteam (35)
-  Employee Make-up (37)
-  Benefits (38)
-  Employee Demographics (39)
-  Leadership Demographics (40)

# THE PEOPLE SECTION

## People philosophy

At Marmoset, our people are the heart of everything we do, and we know people don't stop being human when the workday begins. Life doesn't neatly separate into "work" and "everything else," and we don't expect it to.

We encourage our team to **bring their whole selves to work**: their creativity, their perspectives, their lived experiences, and yes, even the hard days. When someone is carrying something heavy, we meet that

with understanding, flexibility, and care.

We're living and working through a political landscape that can feel uncertain, painful, and overwhelming. In moments like these, our commitment is clear: **we prioritize humanity.**

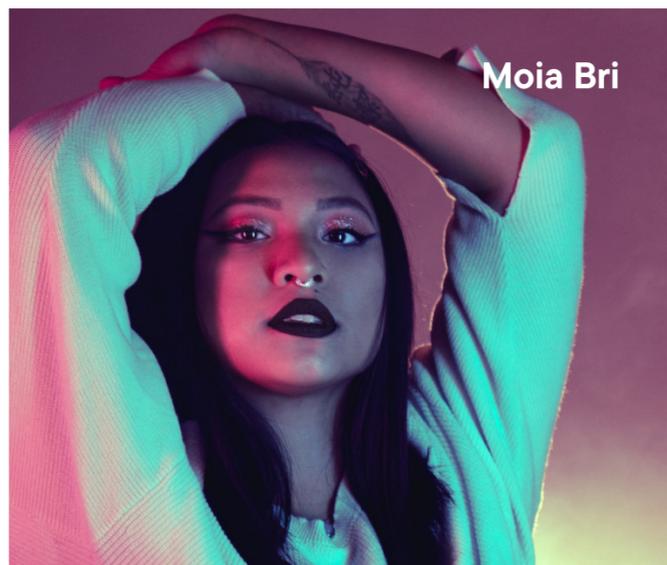
We lead with empathy, check in with each other often, and make space for real conversations. We believe a culture of care isn't a "nice to have," it's essential to doing meaningful, sustainable work together.

Supporting our people in tangible ways is a responsibility we take seriously. We offer a wide range of benefits, policies, and practices designed to care for our staff's wellbeing, from time off and flexibility, to equitable compensation, to structures that support growth and belonging. And we don't consider that work finished. We're continually listening, learning, and evolving, always looking for new and more equitable

ways to provide support, reduce barriers, and meet the real needs of our team.

Our philosophy is simple: when people feel supported as whole humans, they can do their best work, show up for each other, and **build a workplace and community we're proud of.**

- Nicole Hooper, Head of People & Operations



Moia Bri



Fieh

## Diversiteam

The Diversiteam was 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 4 years, Marmoset 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.**

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 aim to:

- Respect intersectionality and create safe spaces for critical discourse around underrepresented groups.
- Align our work with Marmoset’s strategic business goals and core values.
- Bring ideas from this group into Marmoset’s strategic planning.

Our 2025 initiatives included:

### DEI Workshop / Training

In partnership with Cinthia Manuel of Auténtica Consulting, we hosted an internal workshop focused on allyship and the impact that nationwide ICE raids and anti-immigration actions have on our communities.

We also facilitated an Inclusive Language session for our team.

Additionally, a group of Marmoset employees attended the NW Equity Summit for a full day of DEI learning and insights, which were later shared internally to support continued action and accountability in our DEI work.

### Advocacy

We curated a public-facing immigration resources guide and outline of Marmoset’s position on immigration issues. We also developed an internal Inclusive Language Guide to support more **thoughtful and respectful communication across Marmoset teams.**

### Safety and Belonging

We created space to center the voices of those directly impacted by racist, anti-immigration actions carried out by ICE and the federal government. To further support employee wellbeing, we also hosted a meditation session in recognition of World Mental Health Day.

### Donations

We hosted our annual holiday food drive for Hand Up Project, which provides food and essential resources to LGBTQIA+ and other underrepresented members of our community.

In collaboration with the Greater Good team, we also recommended a company donation to Pueblo Unido PDX, an organization that advocates for immigrant communities and connects people with legal services, social support, and Indigenous language interpretation resources.

Finally, we created a Marmoset Benefits flyer to remind the team about opportunities to engage in community impact, including our donation-matching

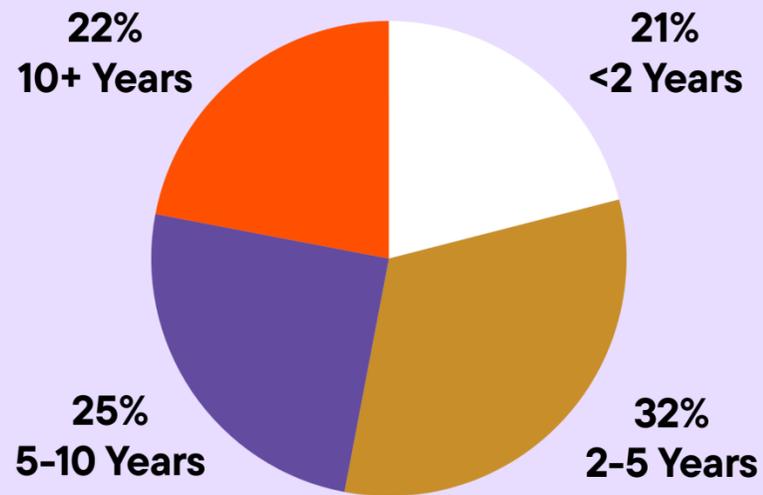
program, volunteer and activism days, and employee hardship support program.

- José Maldonado, Creative Partnerships Director + Diversiteam Lead

## Employee Make-up

<p><b>3 of 10</b></p> <p>Highest paid employees are women/non-men.</p>	<p><b>3 of 10</b></p> <p>Highest paid employees are BIPOC.</p>
<p><b>3 of 5</b></p> <p>Roles filled by a candidate of color in 2024.</p>	<p><b>31%</b></p> <p>Of current employees started a career at Marmoset as an intern.</p>
<p><b>50%</b></p> <p>Of leadership team started a career at Marmoset as an intern.</p>	<p><b>7.9</b></p> <p>Average weeks of annual PTO taken since 2015 (includes holidays, sabbatical and parental leave.)</p>

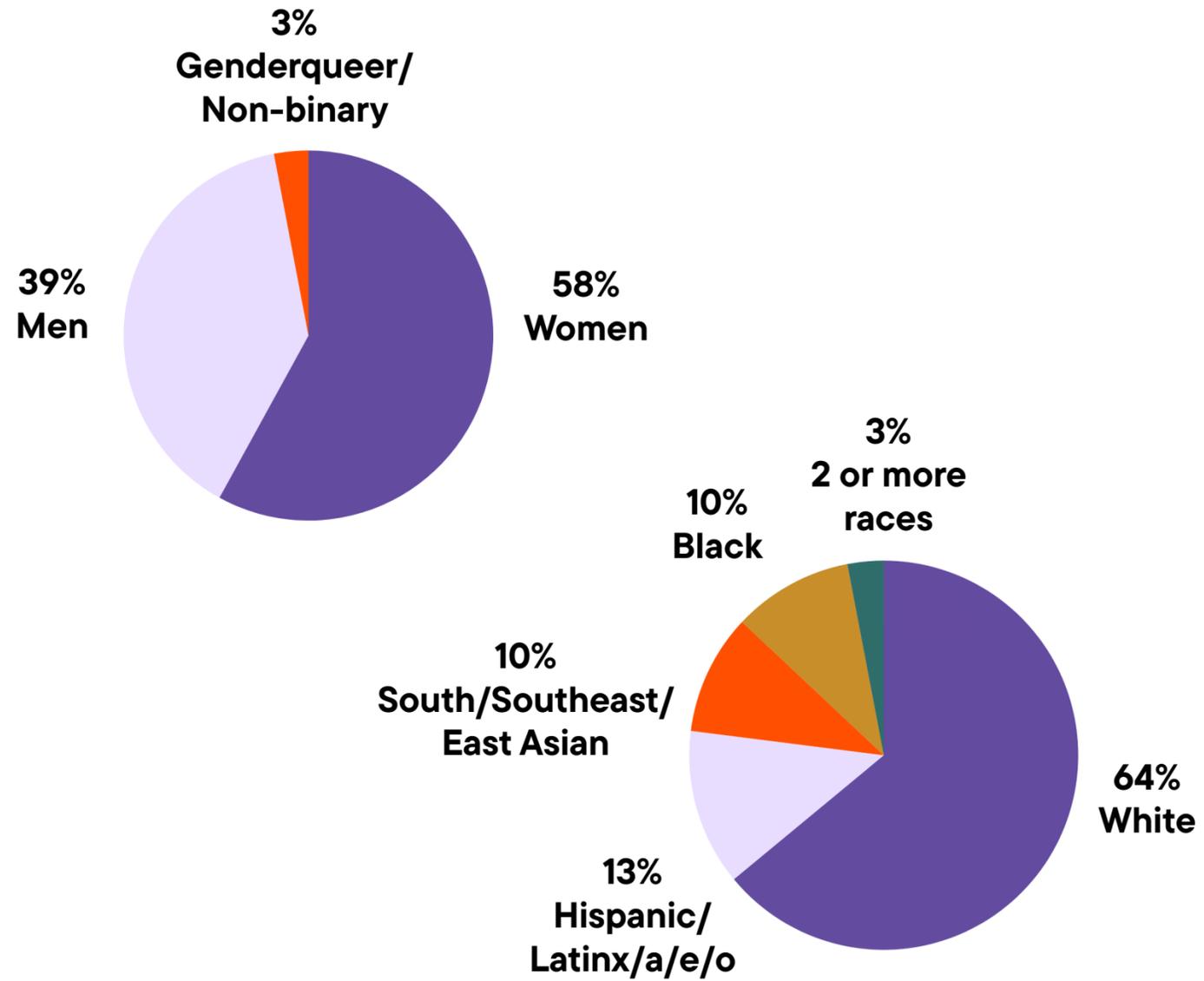
## Tenure



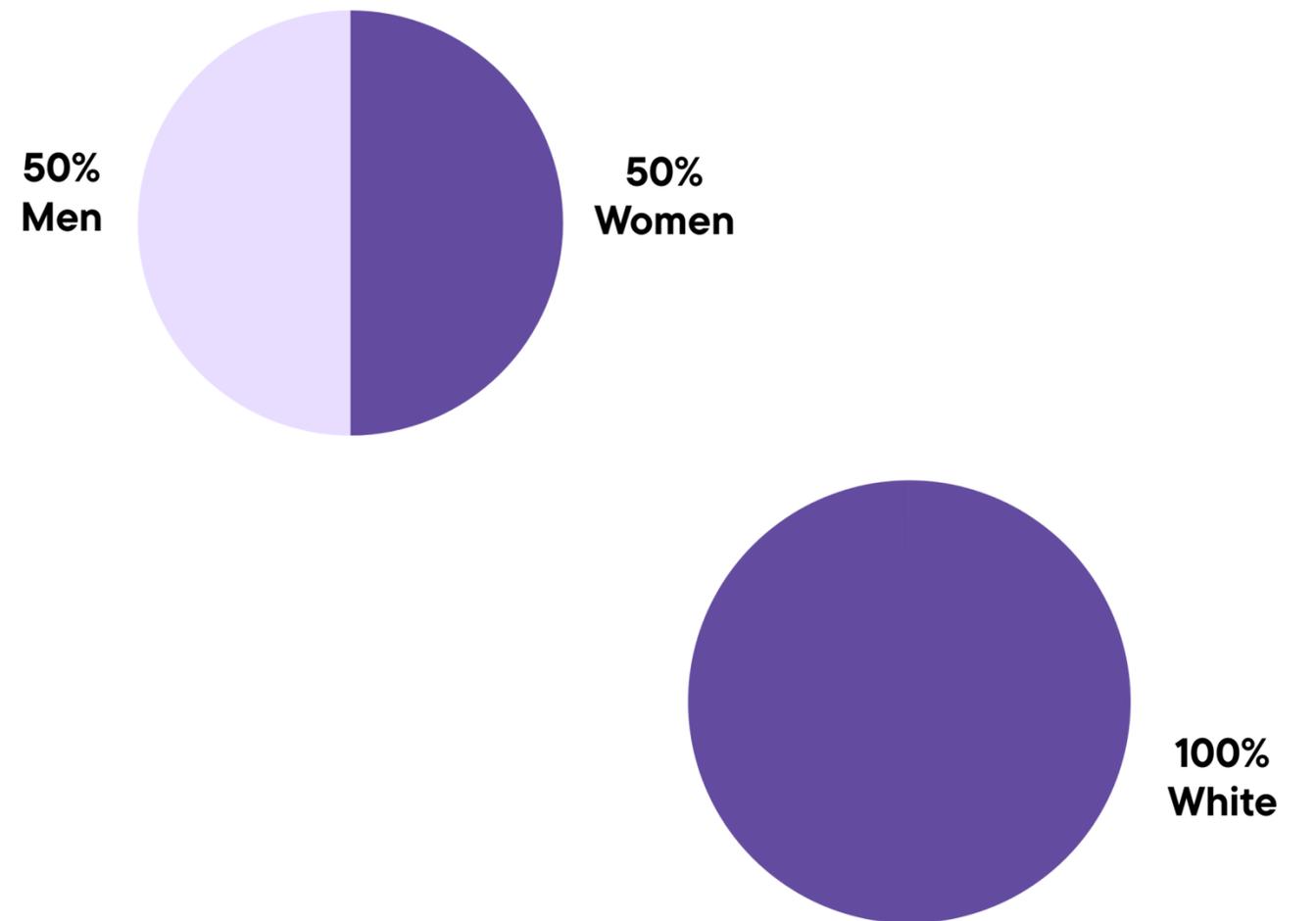
## Benefits

 <p><b>Book Program</b> Pays employees \$100/book read from select titles.</p>	 <p><b>Parental Leave</b> 12 weeks paid in full after the birth or adoption of a child.</p>	 <p><b>Charitable Donation Match</b> Up to \$500 annually.</p>	 <p><b>Dependent Care Reimbursement for Work Travel</b> Up to \$2500 annually.</p>
 <p><b>Reproductive Health-care Travel</b> \$3,000 to reimbursement of travel, lodging and per diem expenses for abortion services sought out of an abortion-restricted state.</p>	 <p><b>Medical, Vision, Dental</b> 100% of employee premiums paid by Marmoset; 70% of premiums for spouse or domestic partner, children and family paid by Marmoset.</p>	 <p><b>Employee Project Referral Incentive Program</b> Employees who refer a project that results in a closed/won deal will receive an incentive. The incentive is 10% of the total project price.</p>	 <p><b>Orthodontic HRA</b> \$1000 annually for braces and alignment reimbursements for employee and family members.</p>
 <p><b>401k Match</b> Contributions matched at 5%.</p>	 <p><b>Flexible PTO</b> Includes vacation, sick time, creative days + volunteer days.</p>	 <p><b>Sabbatical</b> 4 weeks after 4 years, again at 7 years, then at 10 years, and every 3 years thereafter.</p>	 <p><b>Quarterly Profit Sharing</b> \$20,900 paid out in 2024; \$65,500 paid in 2025!</p>
 <p><b>Mental Health (HRA)</b> \$500 annually for copay reimbursements.</p>	 <p><b>Technology Allowance</b> 50% of technology up to \$1,500 annually.</p>	 <p><b>Life Insurance and Long-term Disability</b> Employee premiums paid 100% by Marmoset.</p>	 <p><b>Paid Training and Bail</b> Available for those who peacefully protest for civil justice, including reproductive justice.</p>

### Employee Demographics



### Leadership Demographics



Certified



Corporation

**marmoset**

Together sounds better.

**Track Club** 



PUBLISHED ON 03/26/2026