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To Whom It May Concern

I am writing regarding the Music.us/.MUSIC initiative's music-themed top level domain submission to ICANN.

There has been a significant shift in the music industry in the last decade. The majority of music being released, distributed, bought, shared, streamed is being created outside of the "traditional" industry.

As one example, TuneCore distributes between 15,000 (fifteen thousand) - 20,000 (twenty thousand) newly recorded releases a month, this is more music being distributed monthly than all the major labels combined in 100 years. TuneCore's customers are the artists as record label, songwriter, publisher and performer - none of the artist customers are members of the RIAA.

Over the past 3 years, the TuneCore customer base sold over 600 million units of music generating over \$300 million dollars in gross music sales representing over 60% of all new music sales. This market share continues to grow significantly quarterly. In addition, many of TuneCore's artist customers dominate the iTunes, Amazon and other music retail charts outselling and out earning well over 98% of major label releases.

An important point to reiterate, not a single one of TuneCore's hundreds of thousands artist customers are a member of or are affiliated with the RIAA. The voice of the RIAA is not the voice of the



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artist or of the new music industry.

The RIAA no longer represents the music industry. Fortunately, or unfortunately, its members have been disintermediated. As a trade group, it represents a minority section of the new industry that diminishes daily.

It has no right or legitimacy to control a .MUSIC domain. Further, if it did, it would harm the existing new industry, while decreasing competition and working against the interests of the very artists it claims to serve.

This is an email of support for of Music.us/.MUSIC initiative's music-themed top level domain submission to ICANN.

Sincerely



Jeff Price
CEO