



WARNER MUSIC GROUP

Mark T. Baker

Vice President, Public Policy and
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The Artist Value Proposition



A&R:
IDENTIFYING &
SIGNING TALENT

A&R:
THE ART OF
RECORD-MAKING

MARKETING
REACH

PROMOTIONAL
FIREPOWER

GLOBAL IMPACT
& LOCAL
EXPERTISE

A UNIVERSE OF
MONETIZATION



WMG à la Carte Artist Services

