



ASSOCIATION OF INDEPENDENT MUSIC

AIM Guide to the GS1 Barcode Deal

AIM, August 2015

What is the deal?

AIM, BPI, MMF and GS1 UK work together to make it easier for you to get your music into the stores, online and in the charts, all whilst ensuring you receive any royalties due. As a member of AIM you are entitled to a discount in excess of £100 towards getting GS1 UK unique numbers, which can be used to create barcodes.

As an AIM member you are eligible to receive the benefits of this industry initiative that helps reduce the costs of releasing music. If your company turnover is less than £100,000 you are eligible to join GS1 UK without having to pay a joining fee, saving you over £100. Becoming a member of GS1 UK entitles you to a free online training course, outlining how to get your music listed in charts and online, and the importance of correct identification of your product. The total savings benefit of waived joining fee and online training course is £150.

Who is GS1 UK?

GS1 UK is a standards body that licenses unique numbers which are usually physically represented as barcodes. These unique numbers are used globally to track music sales, both online and in the High Street. With the use of GS1 UK's unique numbers, music distributors are able to accurately track record sales through direct and indirect sales channels and pay accurate and timely royalties to artists.

Why has GS1 UK formed a partnership with AIM, BPI and MMF?

- To reduce the cost of releasing music
- To reduce illegal reproduction and distribution of music
- To endorse efficiency within the industry

Benefits of Membership:

- Save almost £100 if you are a current AIM member with a turnover under £100,000 a year
- Improve your chances of entering global charts
- Chart sales are tracked by the album or single's barcode
- Your product is uniquely identified as yours world-wide
- Your product will be accepted globally for trading
- Access to 100 unique barcode numbers for your products for a small annual cost of £96.47 + VAT
- Free music industry specific training worth over £50
- No re-joining fee to GS1 UK

Disadvantages of NOT being a GS1 UK Member:

- Difficulty tracking your global music sales and therefore claiming royalties

- Decreased options to sell your music online on sites such as iTunes and Amazon.
- Many retailers will NOT accept your product without a barcode

How do I become a GS1 UK Member?

Click through to the GS1 UK website (gs1uk.org/get-a-barcode/for-music) to be eligible for this special deal. This deal is only available to AIM members with an annual turnover of under £100,000. AIM members with an annual turnover of over £100,000 need to choose the full membership option.

Music Industry FAQs

Q: Why do I need a barcode?

A: A barcode is a physical representation of a globally unique number*; this number is what identifies your music from everyone else's. Without this unique identification, sales would not be tracked which could lead to incorrect royalty payments or your music going out of stock from a retail outlet. Along with this, your music may not be accepted for sale by some online and retail outlets if it does not have a GS1 barcode/number allocated to it. (*within the GS1 system)

Q: Can I get the manufacturer or distributor to allocate barcodes for me?

A: Each publisher of music products should join GS1 UK so that they have a direct link with the barcode issuing authority and can receive up to date information directly about anything affecting their use of these barcodes. The GS1 UK rules prevent companies from selling or leasing barcodes to other companies, and companies that do so may have their barcode numbers withdrawn. This would mean that your products would no longer be tracked uniquely using the barcodes.

Q: What could happen to me if I am a distributor or manufacturer illegally allocating barcodes?

A: Any organisation found to be selling or leasing its barcode numbers to another company will be contacted by GS1 UK and asked to stop. If this misuse of the GS1 numbering and bar coding system continues, the company may be expelled from GS1 UK after appropriate legal action.

Q: How do I find out more about allocating barcodes to my music?

A: If you are an AIM member, simply log on to the AIM website and follow the link through to GS1 UK to be directed to a music industry specific area of the GS1 UK website. If you are not an AIM member you should look at becoming one in order to receive the wide range of benefits available including access to this exclusive industry initiative and the associated FREE online training course. Alternatively you can log onto www.gs1uk.org



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