

era

THE DIGITAL ENTERTAINMENT
AND RETAIL ASSOCIATION



WHAT WE STAND FOR

INNOVATION + PASSION = GROWTH

CHAMPIONING THE RETAILERS AND DIGITAL SERVICES WHO CONNECT MUSIC, VIDEO AND GAMES CREATORS WITH UK FANS

Motivated by the **passion** our members have for music, video and games, to foster an environment in which the entertainment market can **innovate** and **grow**, delivering for fans and creators alike.

amazon.co.uk

deezer

GAME

hmv

ROUGH
TRADE

sky

SOUNDCLOUD

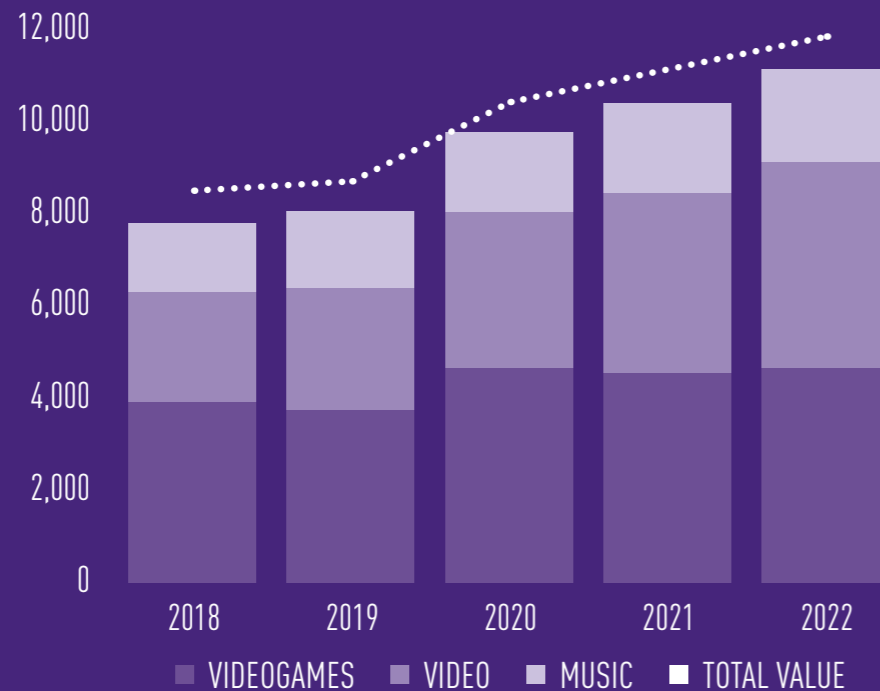
Spotify

Virgin
media

YouTube

INNOVATION + PASSION = GROWTH

CONSISTENT GROWTH



Selling music is like no other job in retail – the goods we sell are the soundtrack to people’s lives, it’s food for the soul

Ashli Todd, Spillers, Cardiff, founded 1894, the world’s oldest record store

At Spotify, we work every day to build the best platform for creators and unlock new possibilities for them to reach their fans around the world.

Safiya Lambie-Knight, Head of Music, Spotify UK & Ireland

People are so familiar with it, that it’s easy to take for granted what our sector has achieved, but 24/7 access to so much entertainment from across the world on any device wherever you are really is nothing short of a miracle

Andrew Stewart, Prime Video

Music streaming has transformed how consumers listen to music... consumers have gained access to more music and more innovative and better quality services

CMA Music & Streaming Market Report

Maintaining a High Street presence for entertainment is vital for consumers and for Britain’s creative economy. When it comes to showcasing the best that entertainment can offer, there is no substitute for a physical store

Phil Halliday, HMV

We sell around 1.8m different product lines across music, video, games and other categories. Technology is at the heart of our business and means that we can offer the widest choice to the consumer. If it is available we are selling it

Brad Aspess, Rarewaves



THE VALUES WHICH GUIDE US

COLLABORATION

Whether with suppliers, creators or our members, ERA believes that collaborative solutions are the best solutions

PRAGMATISM

Retailers and digital services are practical, solution focused people, always seeking the right commercial answer to a challenge

FAN-FOCUSED

Delivering fans what they want – because we're fans too and customers come first

SUSTAINABILITY

Creating a business with long-term profitability which is also kind to the planet

DIVERSITY

We are a collection of diverse businesses with a diverse workforce



THE PRINCIPLES WE PURSUE

EMBRACING TECHNOLOGY AND INNOVATION

As a solution not a problem

CHOICE

Creating a vibrant and diverse choice of places to buy and consume entertainment

VALUE AND SERVICE

Giving fans and creators the best possible value and service



OUR GOALS

EFFICIENCY

Delivering maximum value at minimum cost, from a licensing environment that fosters innovation to a simple cost-effective supply chain

TRANSPARENCY

A transparent value chain benefits creators and fans alike

FAIRNESS

Seeking a level playing field for all services and retailers and an equitable share of benefits for everyone in the value chain

RECOGNITION

For the crucial role our members have in driving innovation, delivering value to fans, creators and the wider economy



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