



Press release

Vinyl Alliance Founding Members Elect First Executive Board

Vienna, February 04, 2020 – The [Vinyl Alliance](#) a new industry organization dedicated to promoting awareness of vinyl records and composed of manufacturers, dealers, record companies and other interested parties announce that during their Founders Meeting in New York City on 22 January 2020 the new Executive Board members were elected:

President	Günter Loibl, Rebeat Innovation GmbH
Vice President	Michael Hosp, kdg mediatech GmbH
Treasurer	Thomas Neuroth, Rebeat Innovation GmbH
Secretary	Mickie Steier, Masterdisk USA
Board Member	Nike Koch, Sony Music Entertainment
Board Member	Kurt Van Scoy, Audio-Technica
Board Member	Leif Johannsen, Ortofon A/S



L-R Kurt Van Scoy, Nike Koch, Leif Johannsen, Günter Loibl, Thomas Neuroth, Mickie Steier & Michael Hosp



In addition to the election, the founding members began outlining a roadmap for future initiatives and potential collaboration opportunities.

The Vinyl Alliance members represent all aspects of the value chain and include companies like the Analogue Foundation, Audio-Technica, CAF srl, GZ Media, Rebeat Innovation, kdg mediatech, Making Vinyl, Masterdisk, MPO Group, Ortofon, Pro-Ject Audio Systems, Sony Music Entertainment, and Universal Music Group.

“I am deeply honored to be elected as the new president of the executive board and look forward to working with my board colleagues to move the Vinyl Alliance mission forward,” said Günter Loibl. “I want to thank the Vinyl Alliance Founding members for their confidence in me to serve as president. Together with our board of directors, staff, and stakeholders, we will work towards the vision to be the premier international organization promoting and advocating vinyl records as the most important physical medium in a digital world.”

Loibl continued, “In the short history of this alliance, the informal and open contact between participants of all parts of the vinyl value chain has already proved to be both efficient and inspiring.”

Also appointed was Bryan Ekus, the founder of [Making Vinyl](#), to serve as Vinyl Alliance’s first Managing Director.

New members are welcome

Membership is now available to all organizations, companies, and individuals who want to turn up the volume and promote vinyl records as the perfect choice for music lovers of all ages.

About Vinyl Alliance

The goal of the Vinyl Alliance is to strengthen the position of vinyl records in a digital world. The Association will offer global visibility and valuable services to the industry as a whole, as well as to its members, by pooling resources in research, quality and marketing activities.

For further information about the Vinyl Alliance, please visit: www.vinylalliance.org, or contact:

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