

**Proposal**  
**Never Ends Records**

Module: Creative Business Project (BMTY7006)

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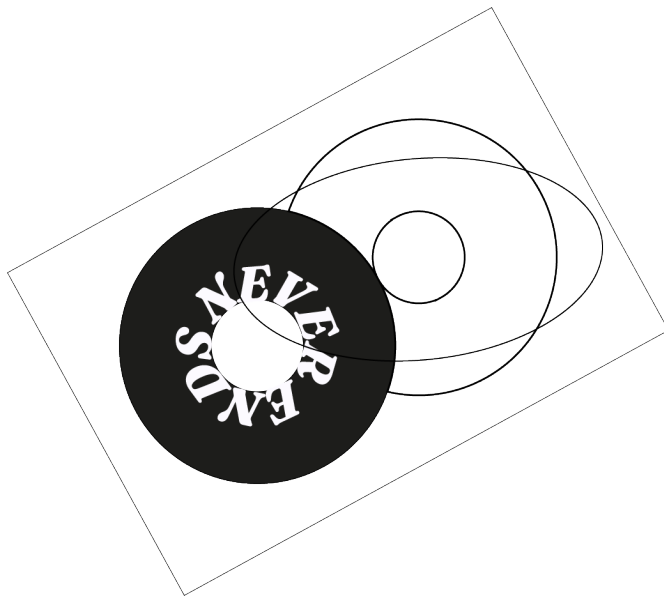
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## 00 -Introduction

***Never Ends Records*** – A start-up and forthcoming independent record label that has yet to launch its business. The label's tone of voice and brand values will inspire timeless pieces of music, originality, and independent artists. Not only will the company strive for better record contract deals but also fill the gap of a woman in the industry taking on a leadership role, to inspire further generations in the future. As a female artist and musician in music for many years, it has been identified by my own experience and research, the lack of women in running positions. This is important when making decisions and creating a safe space for women to succeed in the music industry with fair conditions.

Additionally, with the rise in independent artists due to the digital revolution, it only appears relevant to present an independent label that can still supply the necessary role of managing and supporting artists' music careers, financially, with a team, community and connections in a more digital space and current world. As someone with music as a passion, it will be equally important for the company to also represent the aspect of supporting creative freedom, expression, and good music.

### **Are record labels still relevant today?**

The digital revolution has changed the way music is being consumed. Digital distribution platforms such as iTunes, Spotify, Tidal and YouTube all made it easier for the artist to release their music to a global audience, bypassing traditional record labels. This has given rise to a new generation of independent artists who are not reliant on record labels to launch their careers. Despite the rise in DIY musicians and independent artists, the necessary work of a label can be necessary for an artist.

“It’s clear that record labels still have a lot to offer for emerging and established artists. They may no longer be sole gatekeepers of distribution and promotion, but they have the experience, resources, and connections that are integral to large-scale success in the music industry” (McEvoy, 2022).

“Labels like Ninja Tune are up against an ever-expanding array of digital platforms that offer solutions for nearly every aspect of a musical career. But in MacDonald’s opinion, there are still serious advantages to working with an experienced label” (McEvoy, 2022).

Furthermore, independence contributes to creative control, ownership and possibly a higher cut financially, however, this route can bring a much larger workload. “The danger of artists burning out while trying to keep up with paperwork- when they should be writing tunes- is not something to ignore” (McEvoy, 2022).

## **Royalties**

Discussions about issues and how to tackle them will be required.

There are certainly clear issues the wider industry needs to resolve regarding royalties and streaming” says MacDonald. “From contracts written up in the days preceding digital music not necessarily being fit for purpose now, to discussions around the percentage of royalties paid” (Macdonald, 2022)

## **Ethos**

As a part of Never Ends Records ethos, the label will aim to balance the needs of artists and the business.

Never Ends Records will work on a fair, open, and equal basis with its artists based on 50/50 record deals.

## **How much does it cost to start a label?**

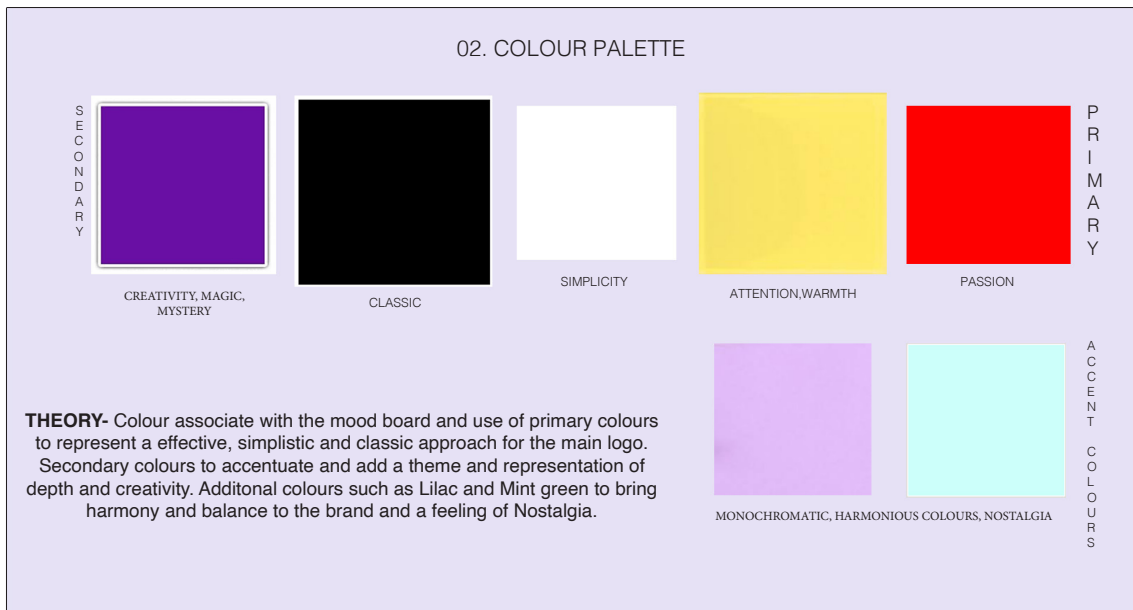
According to the research, a label seems easy to start depending on the size. Never Ends Records will start small and online where the important factors in the budget will be taken into consideration such as equipment, microphones, mixers, cables, stationery etc. Never Ends Records will aim to have a recording space with the option to rent or hire equipment and a studio to cut down the costs and best use of space.

**“The average start-up cost for a record label is \$200-\$50000.** This is obviously a huge range and depends greatly on what type of record label: small, medium, or large, you are looking to begin. Now, with personal computers and internet access, it is much easier to begin a record label even with little start-up costs” (Zippia, 2022).

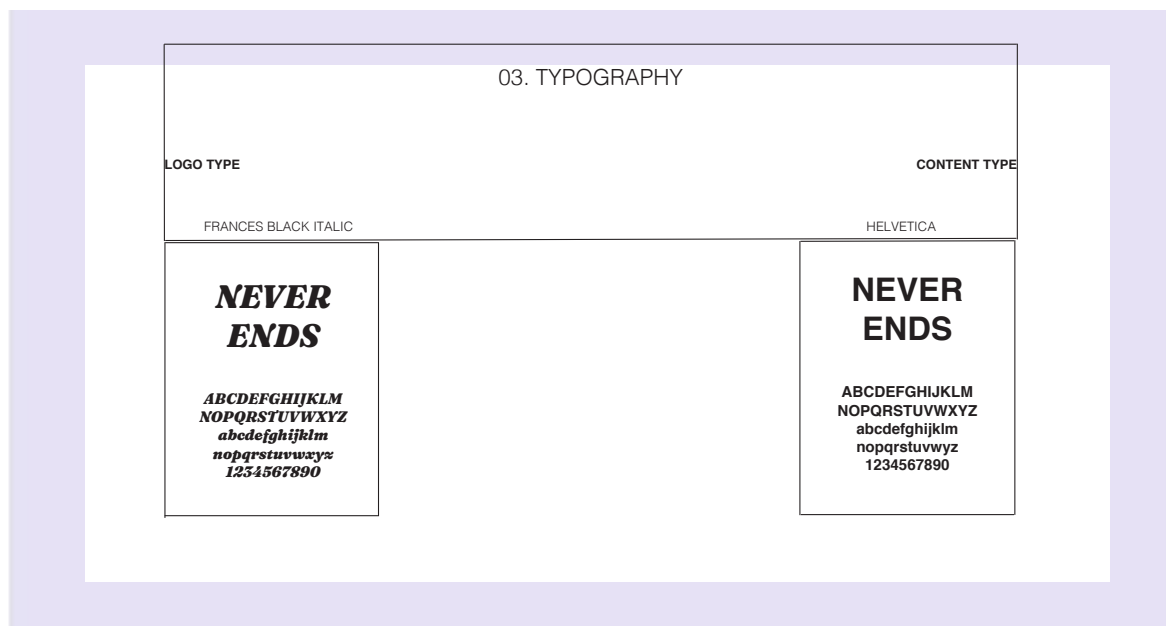
## 01- Tone of Voice

“Inspire timeless pieces of music, originality, and independent artists”.

## 02- Colour Palette

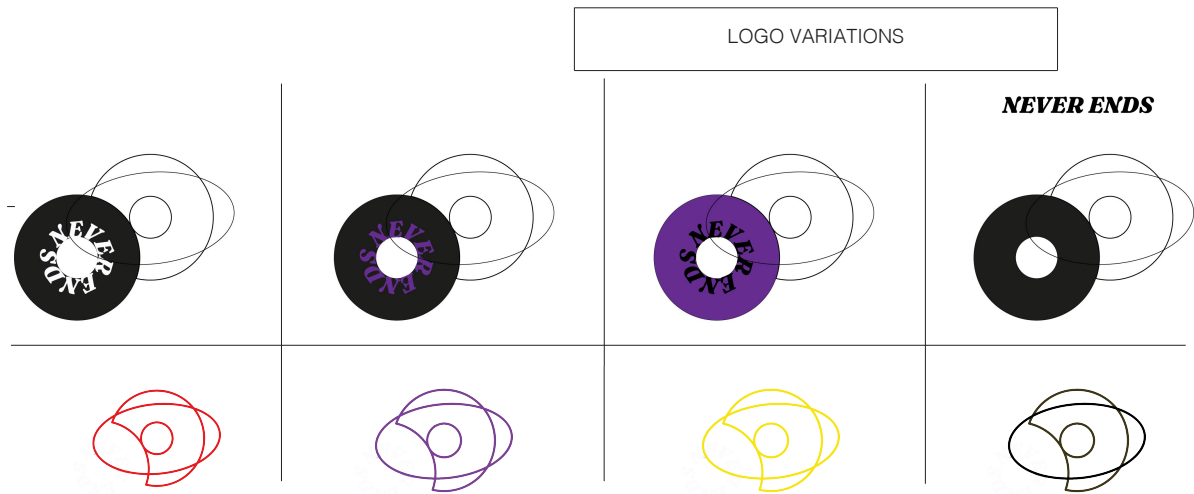


## 03-Typography



## 04 - Logo variations

### 05. LOGO



## 05 – Target Audience

### Demographics:

Age: 16-65 approx. (Appeals to both younger and older crowds but mostly younger)

Gender: Female and Male

### Geographics:

Location: Local and International

Income: Average or Above

### Psychographics:

Attitudes: Open-minded

Values: Authentic style, originality and not conforming to any social norms or putting things into boxes.

### Behavioural:

Preferred channels: Follows music releases, live events, announcements, new music and visualise/videos on social media and digital platforms. Likes to go to live events.

## **Bibliography**

*Unlabelled: Do you really need a record label to succeed in 2022?* (no date) *MusicTech*. Available at: <https://musictech.com/features/opinion-analysis/unlabelled-do-you-really-need-a-record-label-to-succeed-in-2022/> (Accessed: 25 August 2023).

*How much does it cost to start a record label?* (2022) *Zippia*. Available at: <https://www.zippia.com/answers/how-much-does-it-cost-to-start-a-record-label/> (Accessed: 25 August 2023).