



Anonymous Management

Creating, Developing & Nurturing Artists



Overview

Anonymous Management is a Hybrid entertainment company whose primary goal is to help artists, producers and songwriters become functional businesses. We enable creatives to have a sustained career within the music industry. We aim to educate the client and develop a partnership to leverage their rights to generate revenue.

We take a bespoke approach to each client and assess their needs before delivering tailored services transparently and measurably. Anonymous Management assembles the main label services required to launch a successful music career and succinctly brings them under one roof. We have effective and innovative distribution, publishing, marketing, management and consultation services on hand.

Constantly pushing the boundaries, we are involved in the development of blockchain technology to implement a fully transparent royalty payment system and are in the process of creating a one-of-a-kind artist development programme.

Core Label Services

1

Talent Management - Managing and Growing global talent.

2

Distribution/Label - Effectively and fairly distributing music.

3

Marketing/Insights - Digging into the data to understand and inform your growth/release strategy.

4

Publishing - Supporting the Songwriters & Producers.

01 Talent Management



Talent Management

01

First and foremost we're fans of the artists we work with. We combine this fandom with a professionalism and commitment that matches that of the artists we're working with. It's this alignment of values that allows us to drive towards a common goal of raising the artists profile across various online and offline verticals.

It's not about the short term win, we're about forming careers with longevity in mind.



02 Distribution/Label



Distribution/Label

02

Certain clients may need greater infrastructure behind their releases. Where appropriate, Anonymous Management can step into a Record Labels shoes to launch and guide an artists career with a more 'hands-on' approach.

Anonymous Management comes with in-house, data driven marketing teams, thorough A&R services and editorial and branding guidance. We believe in engaging the right audience and with our insights and experience are confident in reaching them effectively.



03 Marketing/Insights



Marketing/Insights

03

The importance of understanding your audience is often overlooked. We believe that in order for you to be successful in this competitive ecosystem you should reduce uncertainty - that's what data does.

We go over your social media and streaming data with a fine tooth comb and digest the numbers into Insights you can actually understand and use to inform an effective marketing/release strategy.



04 Publishing



Publishing

04

Collecting royalties from historical releases or assisting with publishing admin to ensure for the full collection on a music catalogue.

We draw upon years of experience using our own transparent model to efficiently secure payment for creatives.



Thankyou

For more information or to discuss a bespoke package that's right for you, please contact Ross Wilson on info@anonmgmt.com.