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Module title: Creative business project (Proposal)
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Considering the purpose of this final project, the previous learning outcomes, and my personal experience, I would like to center my business report around the creation of an independent label. I think this could represent the consolidation of this path, taking into account both my personal identity as an artist and my possible future employment scenarios in the music business. The development of a label is in fact aligned with my great interest in talent discovery and artists' development, and I think it could constitute a great chance to demonstrate my planning, organizing and managing skills by employing them in the usual activities related to the creation of a label, such as planning, distribution, promotion, marketing, legal and business affairs.

Who: team of three people (Ideally composed of two creatives and a consultant). Target audience: artists and creatives, music fans

What: an independent label created by artists for artists

When: label launch predicted to be around September 2021

Why: to create a space where music artists can grow by cultivating their vision in every respect

Where: worldwide. The label will be legally registered in the UK.

In particular, my business plan will be based on the creation of an independent label with a heterogeneous roster but a consistent vision, focused on an all-around development of its artists. The artists' development will not only involve their music, but also more generically the creation of their own aesthetic and vision, which will always be consistent with the label's one. The goal is to create a sort of collective in which various artistic disciplines are combined to form a creative environment, involving graphic designers, visual artists, photographers etc. that accompany the release of the artists' music.

In addition to this, the label will obviously deal with all the other aspects surrounding a music release: the digital distribution, promotion (working alongside external agencies and combining internal work) and marketing, the release planning and schedule. As an artefact sample, the business plan will project the label dealing with all the necessary activities for the release of my debut album. The label will deal with the release planning, the distribution and the marketing and promotion plan, as well as manage relations with the digital distribution services and PRs and provide all the necessary material (master, artwork, press pictures, press material) on time.

Let's briefly analyze how each main aspect will be handled.

- **Branding:** once the core values and vision of the label will have been established, it will be necessary to choose a name that reflects these values. As specified in the 5 Ws, the focal point of the label is to position itself as a business created by artists for artists, which can act as a collective and basis for the development of music artists. Once the name has been decided, a website domain will be acquired and a trademark application will be filled. An online presence will be created by creating websites and social media channels, which will be kept private until the label launch. Brand assets such as logos and other visual content will be produced in line with the label's vision.
- **Structure:** the label will be composed of a small team, ideally around a maximum of 3 people that will cover the main aspects and activities. My role will be the founder, creative director and A&R of the label. I will deal with the scouting and the development of talents, as well all the main aspects around the releases: planning, contact management (for PR/distributors), and delivery. A second person will be responsible for the creative aspect such as pictures and artworks: this would ideally be a graphic designer and photographer that would manage all the visual aspects related to both the label and the artists'. A third person will take the role of legal and administrative consultant: his tasks will include draft record deals and agreements, send over reports to artists and deal with the general administration of the label.
- **Legal regulations:** we need to decide if the business's going to be a sole trader, a partnership or a Limited Company. My idea is to set up the label as a sole trader: even if in this way the owner will be personally responsible for the company debts, this setup gives more personal control over the label, and that is what

we want to achieve. The label will also need to join a royalty collection society (PRS, PPL) to guarantee the correct exploitation process of the records. Another necessary step would be to join a trade body such as the Association of Independent Music (AMI), which could also help with networking, legal advice and credibility.

- As for distribution, starting from a totally independent base means that it will only be possible to deal with digital distribution, leaving the physical one as a potential but not imminent step. However, physical distribution will still be considered and addressed in the business plan, more precisely with regard to the printing and distribution of vinyl. Digital distribution will most likely be carried out by an independent digital aggregator, such as Ditto music, which will make it possible to distribute DSPs and digital storefronts by keeping 100% of the royalties on all. Ditto will also allow access to insights and analytic reports that may be useful for monitoring the performance of artists. In the distribution process, the label will pay particular attention to addressing an early pitching and delivery process for any placement on editorial playlists.
- Marketing and promotion will be mainly self-managed by the label, however it will be supported by external PR's work who can provide contacts for the press. Some examples of eligible PR agencies that will be contacted are Yes Please UK (<https://yesplease.fm/>) and Juicy Music PR (<https://juicymusicpr.com/>).

Below you can find hypothetical planning for the label launch and release.

WHEN	WHAT	NOTES	
MAY 2021	LABEL STRUCTURE & BRANDING	Find a suitable team. Check the availability for domain and label names. Create website and prepare social media channels.	
JUNE 2021	DEALS AND LEGAL REGULATIONS	Register the company as a sole tradership, prepare standard contracts models for artists	
JULY - AUGUST 2021	FIRST RELEASE SET UP	Prepare all the necessary assets, study PR strategy with agency,	
SEPTEMBER 2021	LABEL LAUNCH	Launch website and social media. Prepare a press release to announce the launch.	
OCTOBER 2021	SINGLE RELEASE	Pitch the song to digital DSPs	

References

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