

## INDEPENDENT LABELS:

A record label that doesn't have the funding of major record labels.

The Arctic Monkeys started on an indie label, and artists (like Adele) move to an **INDIE** label after becoming famous with a major label. Macklemore owns his own indie label.

### ADVANTAGES:

- ✓ Fewer artists, so can spend more time 1:1 with the artist
- ✓ Fairer contracts, with a more even split
- ✓ More time spent working together means better working relation
- ✓ The artist has more creative freedom

### DISADVANTAGES:

- × Less funds to make & record the records
- × Less funds to publicise & promote
- × Fewer employees means less structured
- × Can have fewer contacts

## MAJOR RECORD COMPANIES:

The big **THREE** record labels:

[As of Sept 2018, these owned 70+% of the market]



WARNER MUSIC GROUP



UNIVERSAL MUSIC GROUP



SONY MUSIC

Manages scouting (A&R), trademarks/brands, production, manufacture, distribution, promotion and copyright of music recordings and music videos.

### ADVANTAGES:

- ✓ Due to large size, can get the good deals on manufacturing, advertising, and links to the media
- ✓ Links with industry experts, especially in promotion
- ✓ Many connections with other labels/artists
- ✓ Lots of money to invest

### DISADVANTAGES:

- × Difficult to stand out in big pool of artists
- × Deals often in favour of the company, and not the artist
- × Less creative control
- × Mass media driven, rather than interested in artist's style

Large record companies own **SUBLABELS** that specialise in a certain country/genre/niche:



### ATLANTIC RECORDS

owned by Warner Music



### COLUMBIA RECORDS

owned by Sony Music



### ISLAND RECORDS

owned by Universal Music

Record Labels & Companies