

### AU Magazine

- One of their key business developments to come through SXSW 2010 was an introduction to Gugai, the promoter for the Roisin Dubh venue. Through this link AU now has distribution for the magazine into Galway. The idea is that through this increase in distribution, advertising revenue can be generated for this area.
- It is hoped that the new relationship between Gugai and AU will turn into a long-term alliance. Ideally, the Roisin Dubh would be able to host AU promoted events in the future, as well as act as a distribution point for the publication.
- The monetary value of increased circulation and distribution through Galway will become more apparent in the long-term, but it is hoped that this could generate as much as £7,500 annually.
- There was also value for AU in the editorial coverage generated both in the magazine and on the website.
- One of the most high profile and visible outcomes of the trip to SXSW is the coverage generated for the Northern Irish and Irish acts in the latest issue of AU. All four NI bands present at the festival, along with four key Irish acts who were new to AU, were interviewed for the lead news story, and a selection of SXSW photos were used to accompany the piece. 5,000 copies of this issue are now being circulated through Ireland. A full festival review including coverage of key international acts also appears on the AU website.
- AU also made new editorial contacts, such as acclaimed Irish blogger Niall Byrne (Nialler9, State.ie) and music photographer Melissa Moore.

### Smalltown America

- They have now engaged with a digital distribution company to better service their releases to the vast digital market in the UK/Europe/Japan & Australia.
- Through their meetings they have engaged an American distribution company to begin servicing their titles in the US. They have returned having submitted their entire roster to an international publishing company for review.
- They are now in talks with Red Eye / Sergeant House / IODA / Kitsune / Cargo Records Germany / Colton Entertainment Group / In De Goot Management / Warner Chappell Publishing & Atlantic Records
- They have submissions in for review with Colton Entertainment Groups totalling a potential greater than £10,000.
- They are discussing a US distribution deal with Red Eye for their acts, which again directly relates to sales and extra touring potential within North America for their priority acts.

### Mr Jones Productions

- Ben met with US songwriters/artists with whom he will collaborate with over the coming months in Nashville.
- He met with a US artist management company that he will continue to meet with in Nashville.
- He made new contacts in film/TV synch industry who he can now send my material to.
- He found the seminars on various aspects in the music industry very educational and learnt a lot from attending them.

### Eilidh Patterson Music

- Eilidh made new, international contacts whilst reconnecting with existing contacts
- She performed at a showcase event plus recorded a radio interview for TPR (Texas Public Radio) and is now featured on their website.
- Eilidh attended seminars each day which contributed to further enhancing her knowledge of the music business.
- She secured two of her musical mentors / heroes (Ron Block and Lynn Miles) to perform alongside her at the transatlantic showcase.
- She is planning visiting Nashville in September 2010 to write and perform with Ron Block.
- She has strengthened her business relationship with Lynn Miles who has asked her to be her tour manager for the Irish dates of her European tour in May 2010.
- She circulated her debut album and further developed her existing business relations with US-based artists and music business executives, meeting them in person.
- She received excellent feedback from some of the new contacts made.
- She has been offered a synchronisation licensing deal from a NYC-based manager as a result of meeting him during one of the International Speed Dating Sessions.
- Upon her lawyer's approval, Eilidh hopes to enter a 1 year contract where she has potential of earning up to £4000 for 1 good placement.

### Filmtrip

- Filmtrip met with UKTI in regards to the Belfast Music app and have since been in contact to talk to other regions about the possibility of creating creative industry mobile apps.
- They met with a number of music managers in relation to their cross-platform series and all are interested in pursuing some course of action to be involved with their project.
- They met with MTV Digital & Universal to discuss the cross-platform project and are following those leads.
- They profiled their products on an international stage, in an environment that is specifically about music, interactive & film business.
- They have a long list of managers & labels with whom they have been in contact with and they may do business with should the cross-platform show take off.
- They have made strategic partnerships with Vision & Media UK, as well as UKTI, in regards to their digital, interactive & mobile services, which we have already begun to build on.
- Filmtrip as in discussions with Liverpool & Manchester in regards to creating apps for their cities.
- Filmtrip are due to hear back from MTV as to whether they would be interested in proceeding with the development & production of their cross-platform show.

### No Dancing Records

- They are currently in the contract stage with various US labels who saw General Fiasco at SXSW.
- Among the labels to see General Fiasco at SXSW were Epic, Universal, Vagrant and Photo Finish.
- If they secure a US licensing deal for the band's debut album it will be a huge boost.
- Distributing the No Dancing SXSW CD sampler will have meant music from the label has made it to the ears of those who may help move the label and its bands forward.
- It allowed them to mix with the leading players in the world's music business, as well as those much smaller figures who are still vital to the development of a business like No Dancing.
- They met some international contacts he already had face to face for the first time as well as meeting many new potentially valuable contacts.

- If General Fiasco achieve a licensing deal in the US then No Dancing Records and Management will have access to a whole range of new contacts within this territory.
- They are currently in negotiations with several labels who are keen to licence General Fiasco's debut album for America. If and when the legals are completed on this they can then build strategies and tie down partnerships.
- They are in discussions with several labels regarding licensing General Fiasco in America. Monetary worth cannot be attributed at present but they would hope for a deal of \$100,000 gross.
- SXSW is where General Fiasco showcased to the label that signed them in the UK in 2009. In 2010 it is where the band showcased to some of the largest labels in the US. This wouldn't have happened anywhere else. It is a vital event for a band like GF who have a product and plan in place. It allows No Dancing to push General Fiasco

### **SonicAcademy**

- He felt it was a hugely successful event for them from a networking perspective and as a direct result they have engaged a US based PR company to represent them in the US market
- They will be working more closely with Belfast City Council and many of the companies on the trade mission as well as with many of the UK and US businesses they met on the trip.
- They have a potential of \$25k contract with Ableton in the US.

### **Ken Haddock Photography**

- 2 contracts secured worth £3000.
- Official photographer for all UK trade and Investment showcases.

### **Penny Distribution**

- They made strong connections with music supervisors in both LA and New York.
- They talked to potential content providers.
- They found a potential partner based in LA to share catalogue with.
- It allowed them the chance to build on existing relationships and also forge new ones face to face with potential clients.
- They are now in a better position to start doing more work in the US.

- They have commenced a new partnership with an LA based firm called Cellar Music
- They have secured partnerships with several LA and NYC based clients which will more than likely result in work, but it is difficult to place a monetary value on the relationships because of the nature of the business. Contracts can range anywhere between \$500 - \$500,000.

### **Bruised Fruit Promotions**

- Strait Laces secured 8 live dates, all of which were very successful. Feedback was very positive and their profile has been increased in the US.
- SXSW was a great networking opportunity and gave us a chance to meet people from all across the world as well as get to know people from the UK and Ireland much better.
- The profile Strait Laces has been significantly increased, with the number of fans subscribing to their mailing list and social networking sites have increased dramatically.
- Connections were made with companies in the UK, Ireland, US, Japan and Germany as a result of SXSW.
- They have secured a distribution contract and have also developed alliances and partnerships with a distribution company from Japan, a Festival in Germany, Live Bookers in the US & UK, Photographers in US & UK and also Film makers from US & Ireland.

### **Score Draw Music**

- He had three meetings with music supervisors and catalogue holders, and will be meeting them all again in April at the LA synch trip.
- This trip was about becoming aware of the music synch landscape in 2010, and finding people who might represent his catalogue internationally.
- Score Draw Music has two offers on the table to have his catalogue represented-one from a company who have synch'd to all major networking shows in the US. This will be finalised in LA in April. (value est \$50,000)
- He had an excellent meeting with PPL about clawing back performance royalties for television composition-again. He believes being giving the opportunity to do this kind of thing face to face was critical. He should be able to quantify this in next couple of months, but it will certainly be 4 figures.

### **Jeff Robinson PR**

- Since attending SXSW 2009 his business turnover has grown by 200%, this is directly attributed to the contacts and work gained from attending SXSW.

- He has been in talks with the Bristol Music Foundation and is very hopeful to work with some of their artists in the future.
- He directly relates the success of his business to SXSW and the opportunities it presented, it has been key in developing relationships within the music industry throughout the world, which could perhaps be difficult outside of it.
- It presented a great opportunity to catch up with people from closer to home and maintain those relationships, which he believes was very important.
- He met a lot of people from music related businesses throughout Ireland, UK, America and further afield.
- He had pre arranged many meetings with managers, record labels, media and independent bands and artists who require representation. These meetings provided him with an opportunity to develop relationships and pitch his PR Services to them as potential clients.
- He has been in talks with various music related businesses since returning from SXSW, and he has been asked to send through proposals for the work which he is very hopeful they will be granted. If confirmed these are worth quite a substantial amount.

### VM Records

- This trip has been extremely beneficially for VM and the impact of the meetings is still being finalised at this stage. They have highlighted two key meetings and summarised as brief as possible all else achieved. As mentioned they have a massively productive SXSW and if necessary will give a more specific breakdown on request. Also talks are still on-going with these organisations.
- He held two meetings with the President and CEO of Warner and his team including the VP of the UK. They hope to make a committed effort to support Beat Poets and VM Records and will be flying to Northern Ireland in the coming month for a private showcase and further meetings to develop this relationship. He feels this is a massive achievement to have the President of one of the major four international labels looking at and planning to visit Northern Ireland.
- A meeting with Steve Garavan from Garavan Management who is the IMMF-Director of Global Communications and MMF -US Board "Management Ambassador". Steve is also interested in working with the Beat Poets and they are currently discussing this role.
- In additional meetings were also held with the following organisations: Talent House Agency US, (aim to find potential endorsements with Beat Poets), Guitar Player Magazine US (wish to do a unsigned feature on the Beat Poets), Wing Management UK (will be flying to see The Beat Poets in Belfast in the coming month), Popkomm Festival, Reeperbahn Festival, Sony Canada, With a Bullet PR Canada, 2Fm, Sonicvogue Asia (with Warner now to release The Beat Poets licensed via VM), Sonicbids US, Gibson

## Appendix 1

US, Mobile Roadie US, Modern English Records UK (flying to Belfast to see The Beat Poets).

- Other brief contacts were made and will be followed up this month with ITB, 2Fm, Davis Management, Universal Germany, The Agency Group, Universal UK and many more.
- They also distributed 500 CD's for the label artists.
- The trip not only raised their profile abroad but also locally with attendees from both the Northern and South of Ireland. Strengthening relationships with all who attended and now they are aiming to work more closely with these artists and businesses in the future.
- Their presence at SXSW aided a strategic co-ordination of meetings with some of the top label and industry people worldwide in the space of four days. The concentration of these individuals in one city allowed for several meetings with each party which may have taken months to get together, if at all.
- The ability to attend SXSW may have grown the development of the label and the band's future more in this brief period than would have been possible in a year of intensive work.
- The Beat Poets are now scheduled to release in South East Asia with Sonicvogue and Warner Records from The end of May 2010. A current tour of the region is also being put together with PR campaign.
- Warner US will be visiting Northern Ireland, along with Wing Management and Modern English UK. These have been confirmed during and since SXSW, with hopefully more to follow.
- The release of 'The Beat Poets' in South East Asia with Sonicvogue and Warner has been agreed. Currently the monetary side is being arranged. This will involve tour, press and tv appearances, release and merchandise deal. The tracks from VM will be licensed for this release.

### Oh Yeah

- The opportunity to meet with high profile media people such as David Fricke (Rolling Stone) and Stephen Dalton (The Times)
- The chance to distribute 250 Oh Yeah brochures and 'Oh Yeah Sessions' CDs
- Attendance at important seminars on the future of the industry, music journalism and most importantly, 'Building A Musical City', which was inspirational, in terms of Oh Yeah's involvement with cultural tourism in Belfast.
- He felt it was a good opportunity to strengthen links with other Belfast-based enterprises and to learn from each other's experiences.
- He believes it was a valuable overview of the music industry in 2010, a time to renew his understanding of this after several years of grass roots activity in Belfast

- He learnt how to fine-tune the Oh Yeah media pitch.
- To see how large events were staged and seminars managed was useful to Oh Yeah's development in this area
- The British Music Embassy was found as a very useful place to meet counterparts from Scotland and Wales, plus representatives from the PRS Foundation and other organisations. The convention space allowed him the chance to meet with the Canadian music industry and to understand their strategy.
- He held useful meetings with FMC from Dublin.
- The Strummerville film premiere was a chance to spend time with an organisation that has already helped Oh Yeah and will doubtless impact again.
- It is difficult to measure potential benefits at this stage. In terms of extra funding potential, at least £5-10K from outside NI will probably be realised before the end of the summer – as a direct result of attending SXSW.

### Real Music Club

- He met with a number of people who he already do business with and made a number of new contacts.
- He used the opportunity to scout out some new talent to bring to Northern Ireland.
- He had successful meeting with The Americana Music Association and various artist managers & booking agents.

### Only Gone Records

- Only Gone learnt much at the keynote speeches
- He was able to give music from NI to key contacts in the music industry.
- He managed to book Cashier No.9 a tour of major UK cities off the back of contacts made at SXSW.
- He was able to do a BBC radio show based on his experiences at SXSW and the bands he heard whilst there.
- His business definitely benefited from the contacts he made there, the experience of going and the perception of his company amongst the music industry due to his presence there.
- There were particular panel events which taught him specific things about presenting the acts he represents to other areas of the music industry in a more professional manner



## Appendix 1

- Key contacts with a number of folk in the industry including; Sam Mumford Sony BMG A&R – London, Annie Lin – The rights workshop – San Francisco, Peter Varshavsky – Porto Franco Records – San Francisco, Aoife Woodlock – Music consultancy – Dublin, Rich Lyne – Pledge Music London, Tobias Dietermann – Wizard Promotions – Frankfurt, Adam Lewis – Planetary Group – Boston
- He has music from Northern Ireland being considered at the minute for a television show in America, ballpark \$5k per order
- He has Cashier No.9 music being considered for a computer game soundtrack in Hollywood, ballpark \$8K per order
- He has Cashier No.9 booked to play shows in London, Liverpool and Manchester in May, immeasurable promotion leading to sales opportunities
- Two of Cashier No.9's tracks are being played on college radio in key areas of America, immeasurable promotion opportunities

### Unsemble

- They achieved all the objectives and it lent further credibility to the project with regards to marketing it home. On returning to Ireland they immediately signed up several ideal labels for alpha testing of the software. These labels saw they were at SXSW and could tell that they were serious about their goals with the software and confident in our ability to take it to market.
- They made hundreds of contacts that will help develop and launch the software, all of which have been followed up
- SXSW was a major milestone in the progress of this business. It is very early yet to be directly assessing its benefit to them, however the contacts made and the additional buzz seemed vital and invaluable.
- They not only made great contacts but they could also scout out competition and embed in the American culture that will be important when they are co-coordinating their marketing in the USA.
- The proximity of the Music event to the Interactive event also allowed him to make meetings with some contacts in the Web industry, important since their project bridges both.
- They have begun relations with a trans-Atlantic PR company that have launched other web products in the music industry. This would be ideal for us when they launch in June/July.
- Although they have yet to launch their software they have connected with various future clients that have shown interest since SXSW, they include major festival promoters, agents and labels. They believed they would find use in the software and will be keeping in touch with until launch.

- They secured five record labels to alpha test the software, each of whom will invite ten more labels that they do business with most regularly. This creates a pre-launch user-base of 50, and allows for fallout after launch will generate annual revenues of €6000.

### **Lost Brothers**

- They secured their first airplay with national radio stations 2FM and Today FM.
- They met the DJs and producers from each station.
- They made good contacts with a US management company whom we are currently in talks with to pitch their music to film and tv, which if they secure will be a new income stream.
- They have development relationships with Soundscape run by Andy Morris.
- They met Andy from Bronzerat Records who is interested in booking them for some perspective tours.
- Phoenix FM radio station played their first airplay of The Lost Brothers.
- They have discussed distribution outlets with Waterloo Records and potential in store performances.
- The radio airplay they have received back in the UK and Ireland has already led to future bookings of up to £2000.