



MusicTank's 4th Industry Conference to Focus on Future of Recording Sector

Challenging the 'Dinosaur Myth'

2pm to 6pm July 14th 2011

PRS for Music,

29/33 Berners Street, London W1T 3AB

"No-one buys records anymore"

"You need scale to exist"

"You don't need a record company, you can Do It Yourself"

Challenging the 'Dinosaur Myth', a half-day conference inspired by Tony Wadsworth's recent authoritative label report, will bring together a mixture of opinion leaders, fact-based analysis and case studies to explore the future of the recordings business.

Building upon the themes and assumptions laid bare in *Remake, Remodel: The Evolution of the Record Label*, the conference will analyse many of the claims and dogmas overshadowing the record business as a means of understanding its new dynamic and heading off future issues at the pass.

The panel will include a representative from pan-European indie label and distributor [PIAS] with more speakers to be announced shortly.

Broken down into two sections: **the macro** will consider the future operations of the business, while **the micro** will focus on the options for individual artists in a fast evolving sector.

The macro discussion will consider whether labels are still playing the long game or indeed even have deep enough pockets to develop tomorrow's big name artists. What of the continuing spend on legacy artists by labels and consumers alike, displacing investment in new talent and raising questions as to the existence of a legacy business in 20 years time? And at what point, if ever, might labels be able to lay the physical business to rest?

The micro discussion will take the perspective of talent and management to explore the best vehicle for releasing new music. A far cry from the days when ascending artists might make the comparatively simple choice of major royalty deal vs indie profit share, there are now a plethora of alternative arrangements to choose from, including *360s*, *service deals* and *financed options*. Is there an ultimate contractual and resource combination to best to maximise an artist's potential and return?



Chairman: Keith Harris Keith Harris Music Ltd / MusicTank Chairman /
Director of Performer Affairs, PPL

Moderators: Tony Wadsworth BPI Chairman, Report Author
Eamonn Forde Report Collaborator, Journalist

Speakers: TBC [PIAS]
Other Speakers TBC

Link to event - www.musictank.co.uk/events/remake-remodel-event

Event Details

Date: 14th July 2011

Time: 14:30 to 19:00

Venue: The Boardroom
PRS for Music, 29/33 Berners Street, London W1T
3AB

Cost: Standard – £65 / members – £45

Tickets must be purchased in advance from www.musictank.co.uk

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