

GLOBAL RELEASE DAY - VIEWS FROM INDUSTRY LEADERS

Crispin Hunt of the Featured Artists Coalition (FAC)

“The FAC applauds the IFPI for involving the Artist Community in the development of this initiative. The FAC supports a Global Release Day as a great opportunity to re-engage the public with new music and re-ignite excitement around new releases. We are in a time when the general public’s involvement with music has become more fleeting and somehow less social – a global release day could help change that. As the weekend is when the public are most engaged with music and offers the best opportunity for musicians to access their audience, we believe a Friday release would best serve the artist and the fan, and help to make new music the occasion it should be.”

Paul McGowan, chief executive of Hilco Capital, the group which owns HMV

“A global release day is a totally logical move in today's global music market and Friday is overwhelmingly the right choice for the day. Quite simply, new music should hit the high street when people hit the street. New Music Fridays will get new releases to fans when they most want to buy them. As the UK's biggest music retailer, that makes perfect sense to us.”

Frances Moore, chief executive, IFPI

“A global release day makes sense for one overwhelming reason – it meets the needs of the music consumer. In today’s globalised world, it makes no sense for new music to be released to fans on different days of the week. At the same time, we view this as a tremendous opportunity to breathe new life back into the release of music. Friday has a compelling logic to it, at the start of the weekend when fans most want to listen to and buy music, which is why it has been chosen as the day.”

Glen Barros, President and CEO of independent label Concord Music Group

“We’re very pleased to see that the industry is now moving toward a global release day, as this clearly reflects the realities of the current global music business. While this change presents a number of challenges and concerns understandably resulting from a major adjustment to long established customs and practices, our involvement in the planning process has led us to conclude that it will ultimately benefit the consumer. And that should mean that we’ll all be better off in the long run.”

Mike Batt, chairman of independent label Dramatico entertainment

“A global release day has the potential to build additional excitement around the release of new music. Artists today communicate with their fans on a global scale through platforms such as Twitter. To be able to promote their new albums and singles to fans worldwide simultaneously will be a great advantage. Fans are also more likely to be online and in-store on the weekend, so it makes sense to have our new releases out on Friday and ready for them.”

Ken Parks, Chief Content Officer, Spotify

“We very much welcome the concept of a global release day which should truly work for everyone; for music fans around the world, major and independent labels, digital and physical distributors, music retailers of all sizes and across all platforms, and of course the music creators themselves – artists.”

Scott Cohen, founder and VP of distributor The Orchard

“I’m delighted with the decision to create a single global release day for music and for that date to be a Friday. Adhering to national release dates in a connected world makes no sense anymore. But organizing our business around the consumer makes perfect sense. The weekend should be about fun and discovering new music. And since this is what consumers already do it feels great to give them just what they want.”

Thorsten Schliesche, EVP and general manager, Europe of digital service Napster

“A global release day is a big step forward. In the internet age, music fans expect to be able to enjoy the latest releases on the same day as their friends in other parts of the world. Artists can really take advantage to build buzz, particularly on social media. It will also make it easier for the industry as a whole to deliver great supporting content and recommendations to get music heard.”

Anthony Bay, CEO of digital service Rdio

“A worldwide global release date creates more opportunities to promote new releases. We support the proposed transition to a Friday release date and look forward to helping artists reach more listeners with their new music in all 85 of our territories.”

John F. Smith, president, International Federation Musicians (FIM)

“FIM fully supports the move to a Global Release Day. Our industry, our membership and our audiences are increasingly global, and a move to a global release Friday offers an exciting opportunity to release music at a time when people most want to listen to and buy it.”

Villat Lise-Olivia, responsible for music for retail group E. Leclerc, France

“We happily support and will engage in the implementation of Global Release Day. Aligning the release of an album with the days where demand is strongest in our shops can help bring a new dynamic to the market. We hope for success for the whole initiative, which will follow with great interest.”

Cary Sherman, chairman and CEO, RIAA

“There's a strong consensus for a singular global release day. Consumer research and feedback has informed the decision that Friday is the optimal choice. More than ever, the music industry has become global, and we represent international companies marketing international acts in multiple markets. Geographic lines are often irrelevant to digital marketing strategies and fans' expectations of instant access to their favorite music. This change will be good for fans and good for the business.”

Spanish retailer El Corte Inglés

“We believe that introducing a single global release day, on a Friday, is a positive step.”

Felix Buget, president of Blanco y Negro (a leading dance music label) and chairman of the Independent Labels Association (Apecat), Spain

“The problem of different release dates among different countries has driven producers to look for alternatives so that consumers around the world may enjoy our musical works at the same time, both online and in physical formats. The idea of an official Global Release Day is an excellent way to solve this problem. I think that an initiative like this will be very successful and it will add an additional component of expectation which can only be positive for consumers and for all the partners involved in our sector.”

Anders Engström, chairman of Swedish independent labels association, SOM and Jonas Sjöström, CEO of Playground Music Scandinavia AB

“SOM supports a coordinated release day as it makes a lot of sense for markets like ours. With the dominance of digital channels [in Scandinavia], a single release day for all of Europe and the US at least is needed.”

Ian Harvey, executive director, Australian Music Retailers Association (AMRA)

“Moving to a global release Friday is a good and sensible decision. The decision to move to a Friday release day in Australia was based on the belief that retailers had to meet the needs of their customers and that for those customers Friday, Saturday and Sunday are shopping days. Why wouldn't you have your most attractive, most in demand product available in store when consumers are actually shopping?”

Marcus Nolte, product manager, entertainment, German retailer Media-Saturn

“Media Saturn is very pleased to support the proposal for a global release day. The move to a Friday release day has worked very well for music fans and retailers in Germany, creating a surge of interest around new releases just before the weekend when consumers want new music. Our experience has been that the move can be made smoothly and successfully for all concerned.”

Francesco Riganti, Marketing Director, Mondadori Retail, Italy

“Music has an important place for Mondadori Retail, both in terms of the range offered in our megastores and bookstores (direct and franchised), and the in-house radio productions which form part of the customer experience. We therefore support the initiative to have one fixed day worldwide for new releases, and making that day a Friday it will capitalise and give maximum effectiveness for marketing launches, fan engagement and media impact around the weekend.”

Davide Rossi, director-general, Italian Association of Specialist Consumer Electronics Retailers (AIRES), Italy

“AIRES member companies account for over 75 per cent of the national market for consumer electronics in Italy, and up to 90 per cent for some segments. We fully agree with the positive view on a Friday Release day, as releases concentrated at the end of the week can stimulate purchases in all channels, creating even greater footfall in physical outlets. The move could also serve as an antidote against market distortions, especially unauthorized music use, that occur precisely because there is no legally available means of obtaining new music in the first crucial days of publication in some countries.”

Filippo Sugar, chief executive of Italian independent label Sugar Music

“I think a global release day in today’s world makes complete sense, I am in favour of it. I have worked in that direction with the Bocelli albums, where we try to have a global release day.”