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PURPLE DISCO MACHINE STATS

- 1 billion streams across catalogue to date
- 9.3 monthly Spotify listeners
- 260 million YouTube views
- #2 Beatport Artist of All Time
- Hypnotized 350 million streams across all platforms
- Fireworks 110 million streams across all platforms



"TAKING DISCO HOUSE TO THE

Tino Piontek, also known as Purple Disco Machine, is a German disco/house music producer and DJ, and one of the most in demand club and festival acts in the world. Renowned for his nu-disco and upbeat sounds, he has over one billion streams worldwide and boasts a roster of remixes for some of the world's biggest stars, including his own pace, despite any outside pressure. Diplo, Dua Lipa, and Mark Ronson.

Sony Music Germany signed Purple Disco Machine for European markets in 2017 from Sweat It Out, the famous Australian tastemaker label. Together they embarked on a journey that would bring his music to fans worldwide in the most authentic way, culminating in the release of his sophomore, star-studded album *Exotica* in October 2021.

The early stages of Sony Music's relationship with Purple Disco Machine saw the record company mobilize resources and expertise across its European network to build and execute a campaign for the release of *Exotica*, including its tracks Hypnotized and Fireworks.

Prior to the release of *Exotica*, Purple Disco Machine had achieved international success with tracks such as Body Funk and Devil in Me. Sony Music recognised the artist's unique talent and his ability to connect with different audiences through his music, as Alexandra Falken, VP Columbia Records, Germany, describes, "Tino has a very deep understanding of music history – the '70s, 80`, the disco era – and he transfers this into his music, which is why it talks to so many people."

The variety of Purple Disco Machine's fanbase was a key component of the campaign strategy, explains Columbia Germany product manager, Teresa Pighin, "His audience is so diverse because he has core club tracks, but also mainstream radio hits that sit with a different audience, and work better in markets that are still very radio-driven like Italy, or Germany, or France."

"I am sure most radio listeners won't have heard the club tracks on the album and vice versa. That's the beauty of his sound – he appeals to both worlds," Pighin adds.

The contrast in Purple Disco Machine's fanbase impacted Sony Music's overall campaign strategy, explains Pighin, highlighting how the label leveraged data insights to tailor each step of the campaign, "We had to approach every single release from a different angle. The strategy was very data based. We had the luxury of having so many Purple Disco Machine hits at hand that we could really dive into the details. We could compare singles to past releases to see where we were and what we had to change to arrive where we wanted to be."

An example of this, explains Pighin, was the track Hypnotized, "It started to grow steadily on streaming services in Germany, but on Italian radio it went through the roof. Being able to analyze the tracks data and streaming history meant we could say to German radio stations, 'This is a top 5 hit in Italy and its connecting on DSPs. You should be playing it!'."

Although granular data analytics were an integral part of what made the album campaign so successful, another vital element was Sony Music's commitment to honoring Purple Disco Machine's artistic vision. The record company committed to giving the artist time to develop his music at

In total, there were three years between Purple Disco Machine's first hit *Devil in Me* and the second hit *Hypnotize*. The campaign for *Exotica*, which was officially released in 2021, began back in 2019. In between releases, Sony Music stayed close to Purple Disco Machine's vision, says Jean-Sebastien Permal, Vice President A&R, Sony Music Entertainment Continental Europe and Africa.

"Lately, there has been fewer artist development in dance music culture, but this was a very important aspect of our relationship. A core internal team working and constantly asking, 'how can we elevate the Purple Disco Machine brand and music to the next level?".

"The reason why Purple Disco Machine is having such an impact on dance music culture, is because he's really stayed true to what he loves and didn't compromise on this. It was important that we did the same as label and respect the artist and his culture."

"Sometimes it was challenging to defend why, for a year, we were releasing club music and not mainstream music, but we stuck with our artist because we believed in his vision 100%. We made sure to explain his vision and very quickly everyone involved in the Purple Disco Machine project, understood where we were going, and we made the journey together."

This authentic approach to growing Purple Disco Machine as an artist also drove the label's approach to the accompanying marketing assets for the album campaign, such as artwork and videography, Pighin explains, "We worked hard to bring his vision for each track to life, creating strong visual language, for each step of the campaign, and ensuring that everything was first-class".

Permal concludes, "We need to give credit to Tino, ultimately, because he had a vision, he had a concept for the album, and it was our job to add value through our network, our creativity, and bring our expertise and passion behind his vision. There are certain artists that stand the test of time and Purple Disco Machine is one of them."



