Driving long-term creative and commercial success

When artists choose to partner with a record company they benefit from the support of agile, highly responsive global teams of experts dedicated to helping them achieve creative and commercial success and building their long-term careers.

In today's evolving music ecosystem, record labels continue to play a crucial role as the leading investors in music, providing integral creative and commercial support to the artists that they partner with. On the ground, record labels are building teams of skilled executives who can support and enhance and artists' creative vision, whilst also understanding the opportunities to build connections with fans that surrounds each project.

Today, new models and ways of releasing music mean that artists have more flexibility and choice in how they create and release their music than ever before. Here is just one example of an artists' journey with a record label.

