

## 2Point9/Jayded Ink Absolute Partnership Deal

15:34 | Monday January 28, 2008

By Anna Goldie

2Point9/Jayded, the new independent label set up by R&B singer/songwriter Jay Sean and music management 2Point9, has signed a partnership agreement with label management specialist Absolute Marketing & Distribution at Midem.

Under the partnership agreement, Absolute will provide a 'one-stop' label management service that will cover all of the key functions required to get 2Point9/Jayded's new releases into the physical and digital marketplace. Distribution will be through Absolute via Universal Music Group.

Absolute will handle all sales, retail marketing, online marketing, mobile marketing, manufacturing and digital management functions, and will advise on international licensing. 2Point9's in-house marketing team will be responsible for grassroots activity, including national and regional media promotion.

The first release under the deal is Jay Sean's single 'Ride It'. A second Jay Sean single and an album will follow in April 2008.

The business model developed by Absolute has already been used for artists such as Ali Campbell, Ultrabeat, Darren Hayes, Cascada, Dame Shirley Bassey and Wet Wet Wet.

2Point9 managing director Billy Grant says, "The music industry is changing dramatically. It's increasingly important to embrace new business models whilst ensuring artists are surrounded by the right team.

"As a management company and record label, we've had some level of success in putting out records to date. However, partnering with the professional and enthusiastic team at Absolute has taken this project to a whole new level."

Grant adds, "This deal not only allows us to retain full control of our copyrights and maintain creative control, it also means we can concentrate on developing Jay Sean's career as an artist whilst also scouting for new talent."

Absolute sales and marketing director Simon Wills says "It will give us a good platform to show other indie labels how it can be done without relying on traditional ways of getting a record to market."