

Absolute teams up with Boosey & Hawkes to promote indie labels and artist-owned labels in synchronisation market

Label management specialist Absolute has signed an agreement with Boosey & Hawkes under which the classical publisher's Music Consultancy division will pursue synchronisation deals on a global basis for Absolute's entire client roster of independent labels and artist-owned labels.

Absolute's clients currently include artists such as Ali Campbell, Sparks, Dame Shirley Bassey, The Egg, Jill Scott, Polyphonic Spree, Young Knives, Ocean Colour Scene, Chicane, and Sia.

The non-exclusive deal is designed to enable Absolute's label clients to generate additional revenue through synchronisation opportunities in areas such as film, television, advertising, computer games and digital marketing campaigns for brands.

Absolute and Boosey & Hawkes also aim to use synchronisation tie-ins to help build the careers of young, emerging artists represented by Absolute.

Under the deal, certain Absolute artists will also be available to create bespoke music for synchronisation briefs secured by Boosey & Hawkes.

Absolute's marketing manager Mark Dowling says: "The Absolute model is all about enabling artists to retain full control of their copyrights, whilst presenting them with greater opportunities to exploit those rights. This partnership agreement with Boosey & Hawkes represents another fantastic option we can offer our clients. They'll be able to benefit from the extra profile and income that can come with a major sync deal."

He adds: "As an independent company, we're in a position to make licensing decisions quickly - which can be a key factor in the sync market."

After building an impressive reputation for securing classical sync deals, Boosey & Hawkes Music Consultancy has recently extended its offering through tie-ins with jazz and world music catalogues, and several small indie labels. With access to Absolute's extensive pop catalogue, the Consultancy will now be able to offer its synchronisation clients an even broader range of repertoire.

Natasha Baldwin, head of Boosey & Hawkes Music Consultancy, says: "People obviously know us for our classical catalogues, but in the past few years we've been establishing ourselves as all-rounders - with the ability to fulfill any type of brief regardless of genre."

She adds: "We apply the same level of expertise to genres such as jazz and cutting-edge indie music as we do to classical music. The addition of Absolute now enables us to draw on a wide range of genres to present to our clients. Within this is famous pop music - a genre of considerable importance in the advertising industry where 'named artists' are still very much sought after."

ENDS.