

Absolute links with IE

15:46 | Thursday November 15, 2007

By Ben Cardew

Music management company IE Music has signed a long-term label management deal with Absolute Marketing And Distribution, covering various independent labels that are part of the ie:music group of companies.

Under the agreement, Absolute's "one-stop" label management service will handle all sales, retail marketing, online marketing, mobile marketing, manufacturing and digital management functions, while Absolute and IE will share responsibility for artist marketing and promotion.

Distribution will be through Absolute via Universal Music Group. The first release under the new deal is a single from Sia, entitled Day Too Soon. Sia's new album Some People Have Real Problems will be launched in January and will be supported by a major multi-platform marketing campaign.

IE Music joint managing director Tim Clark says, "We are delighted to be working with Absolute. We feel we're in very safe and experienced hands and we're quite sure that this is going to be a long and successful association."

Absolute managing director Henry Semmence adds, "In today's ever-changing marketplace, combining the skill sets of one of the UK's most successful management companies and Absolute's experienced label management service has the potential to create a completely new blueprint for independent labels of the future.

"Tim Clark and David Enthoven have always believed in the principle of 'more power to the artiste' and this is a great fit with our ethos of empowering independent labels and artists to maintain control of their careers and their copyrights by fully managing the label on their behalf."