

BA Hons Music Business

Summer Pack



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Learning Resources - Summer 2020

Introduction

This summer pack is designed for current Music Business Students and students who are in transition between College and University. Whilst this summer pack requires no prior skills or expertise, it has been designed assuming that you have some basic understanding of the music industry or just a love for all things music.

There are no specific tools required, and the topics discussed are freely available to be investigated and research with a quick google search.

The Summer of 2020 appears at the time of writing this pack, that it will be very different for the Music and Artistic Industries as a whole. We will be exploring new ways of working, and adopting new approaches to everything we do, the Music Industry is heading into an exciting time, a new normal.

BA (Hons) Music Business at USW, has adapted and we are ready to take on this new challenge. We have innovative and dynamic ways of teaching and our teaching team have phenomenal knowledge of the Music Industry. As you may know we place an emphasis on practical and real-world simulation underpinned by academic rigour, so that we are all able to not only compete but to innovate within the industry.

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Summer Brief

In light of COVID-19, we are online more than ever. We are working and adapting to new and innovative ways of delivery and content discovery. We are adopting to a new normal, the music industry is finding a new purpose within this new normal. The live industry is operating at near 0% worldwide, there are entire industries and ecosystems that depend on this sector to operate to fund salaries and lifestyles. In a world where ecosystems are more prevalent than before, Caius Pawson founder of YoungTurks and Head of A&R at XL Recordings has stated that **'musical ecosystems based on geographical locations are far more important than individual bands or artists'**.

This is where you can help the music industry and have a real impact in the future of the industry, as it resets and finds a new authentic normal. This summer I would like you to explore the world online, and discover a vibrant musical ecosystem, or an up and coming musical ecosystem, that is on the brink developing into something amazing. Once you have discovered an ecosystem, I would like you to present this either through a blog or vlog post. Please be as detailed as possible, I have attached to the pack the Sound Diplomacy Report for Cardiff, that should give you an idea of what to look for in a musical ecosystem based on geographical location.

Once you have completed step one, I want you to identify two bands or artists that you believe will emerge from this ecosystem. Why will they emerge? What will make them unique? Why could they be successful? Try to be as detailed as possible and use real-world examples from around the world.

All set? Perfect! I look forward to reading what you find, email me links to your blogs or vlogs at louis.gray@southwales.ac.uk by August 8th.

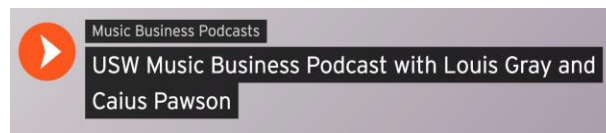
Podcast (Interview with Caius Pawson, Founder of Young Turks and Head of A&R at XL Recordings)

Who is Caius Pawson?

In 2007, his big break came with the discovery of The xx. Pawson helped the quartet, now a trio, grow into critical acclaim, with more than three million record sales to date. In them, he saw a beautiful delicacy. The sound from each member was equally as powerful as the next—a rarity, he says—but the group had an almost cripplingly timid stage presence. Pawson played coach. Managing A&R (artist & repertoire), he became their water and sunlight. “It was like watching a flower very slowly and awkwardly grow, and then finally open,” he says.

While he’s always had an ear for music, the story of how Young Turks came to be is rather unusual. In his late teens, Pawson had been hosting popular club nights and throwing illegal raves, until one night a party was shut down by the police. He lost his sound system and money, and his friend, Milo Cordell, whom he now works with, was arrested. Pawson stepped outside for some air, head in his hands. Across the street stood Richard Russell, owner of the British record label XL Recordings, who was slated to deejay that night, but hadn’t even made it inside the abandoned building before it was raided. “I thought my life was coming to an end, he thought it was all really brilliant and offered me a job,” Pawson recalls. Russell tapped him to head A&R for XL. Before long, he was starting an imprint, Young Turks.

Here is a link to a recent interview Music Business Course Leader Louis Gray conducted with Caius Pawson who shares his advices and tips for people looking to succeed in the Music Industry: <https://soundcloud.com/uswmusicbusiness/podcast001>



Blogs, Books/Reports and Documentaries

Blogs

www.hypebot.com

- Hypebot posts daily content for indie musicians and record labels, including blogs about the music business, news and technology.

www.musicbusinessworldwide.com

- Although it's not necessarily a blog, Music Business Worldwide offers comprehensive news, insight and analysis from across the global music industry.

www.dittomusic.com/blog

- Ditto is regularly updated with useful tips and advice for musicians of all levels, to help create sustainable music careers, focussing on marketing, promotion, technology and opportunities.

www.pitchfork.com

- Pitchfork is one of the world's most popular independent music blogs, updated every day with reviews, features, videos and events.

Books/Reports

- [Sound Diplomacy Cardiff 2019](#)
- [Universal Music Creative Differences Handbook](#)
- <https://aristake.com/>

Documentaries

Fyre: The Greatest Party That Never Happen (2019)

- American documentary film about Billy McFarland and the failed Fyre Festival of 2017.

Before the Music Dies (2006)

- A 2006 U.S. documentary film that criticizes the American music industry and the increasing commercialization of the art of music over the past thirty years.

Artifact (Film) (2012)

- *Artifact* chronicles the modern music business as it charts the legal dispute between Leto's rock band Thirty Seconds to Mars and record label EMI, which filed a \$30 million breach of contract lawsuit against them in 2008, after the band tried to exit its contract over a royalties dispute.

Everything is a Remix (2015)

- *Everything is a Remix* examines modern attitudes to intellectual property and copyright. This one is sure to divide audiences as it argues that current laws and norms actually stifle creativity rather than encourage and foster it.

Sample This (2012)

- "When Kool Herc found Apache, he was under heavy guard," Grandmaster Flash told *What Hi-Fi?*. "You would never see the album cover of where it came from." Described in the film as the most important record in hip-hop, Incredible Bongo Band's Apache has since been sampled hundreds of times by the genre's most seminal artists. *Sample This* is both its story and a celebration of the culture it unwittingly helped to create.

Avicii: True Stories (2017)

- The documentary follows DJ Avicii's career and personal life, covering his ups and downs in the industry and his health scares before his suicide in April 2018.

The Defiant Ones (2017)

- A four-part series that originally aired on HBO, *The Defiant Ones* charts the partnership between Interscope Records co-founder Jimmy Iovine and rapper and record producer Dr. Dre.

Quincy (2018)

- Quincy Jones is the subject of this two-hour documentary created by Netflix, celebrating his extraordinary life as trumpeter, producer, conductor, composer and arranger as well as discoverer of some of the last century's biggest artists. It might not tread much new ground for those already well-read on the US icon – you try covering more than 80 years in 120 minutes – but it is an undeniably entertaining watch to which you'll often find yourself singing along.

What We Started (2017)

- It's happening with dance music just as it is with hip-hop – a kind of gateway into adulthood and acceptance as a serious genre, rubber-stamped 'serious documentary storytelling'. With focus on and interviews with stars from the genre's past, present and future, *What We Started* does as well to juxtapose their various paths over time as it does charting the genre's rise.