

# Opportunities for Caribbean Music from a European perspective

Perspective of Billy Grant, MD of Independent  
European label and management company 2Point9

# The internet has made the worldwide music market smaller

- Pros: Removed many barriers to entry
- Cons: Clutter

## Recent international successes

- Indian music
- Korean music
- African music



# Personal 2Point9 experience

- Have worked with a number of artists whose music was perceived as 'niche'
- Have come up with a number of strategies to build on existing audiences
- Then reached out to new audiences

# The result of this strategy

## The artists who never went full mainstream

- Sold records worldwide
- Received worldwide exposure
- Toured worldwide
- Made a decent living

## The artists who went mainstream

- Sold records worldwide (inc USA Billboard No 1)
- Received worldwide exposure
- Toured worldwide
- Made a decent living

# Keys to success

- Music is good quality
- Music has unique qualities
- The music is presented in a professional way
- The team around the music is professional
- The music is presented in a way that the audience can easily discover and consume
- Much thought is put into the marketing of the music
- Timing. Luck. Persistence



# Digital Distribution

- Still key. Just under 40% of trade revenue in 2013
- Subscription services surged 51.3% in 2013 (passing \$1bn in 2013)
- Emerging markets – Latin America fast growth. Africa growth expected
- Technology - key for marketing and distribution

# Broadband Penetration

Broadband penetration relatively low in Caribbean

- Cayman islands - 15<sup>th</sup> – 33% of population
- St Kitts then Anguilla then BVI then Barbados
- Jamaica is 4.3% (109th) - 125k ..

In comparison

- India - 1% (13m connections)

# Mobile Penetration

- UK - 72% penetration - 45 mill - 14<sup>th</sup>
- Barbados - 45<sup>th</sup> - 100k (36%)
- Antigua - 72<sup>nd</sup> - 17k - (20%)
- Jamaica - 128<sup>th</sup> - 45k (1.6%)
- Trinidad - 131<sup>st</sup> - 18k (1.5%)



How do you go about marketing your  
music internationally?

The million dollar question

- Build existing marketplace locally
  - using media
    - Radio, TV, Online, Press, Club, Networks, Sync, Live
- Grow out from existing marketplace to new markets
- In-house or local marketeers?

# Getting your music to market

- Distribution (retaining your rights)
  - Digital distribution relatively easy to achieve
    - Ingrooves, orchard, believe digital/ zimbalam, Tunecore
  - Downloads, streaming, syncing, marketing, Tools
- Pros:
  - Retain rights
  - Income better
- Cons:
  - Lots of work
  - Lack of local knowledge



# Licensing

- Give rights of masters to label
  - Pros: They do the hard work, they have local knowledge
  - Cons: Less income, less control

# Synchronisation (TV, advertising, film)

- Great way of getting exposure
- Gatekeepers
  - Publishers
  - Music supervisors
  - Advertising agencies
  - Consultant marketing professionals

# Thinking out the box

Lets look at areas where the Caribbean already has penetration and ride off the back of it.

Examples:

- Piggy back existing events
  - Live events
  - Sporting events
- Developing strategy for Caribbean as ONE music region



# Using exposure to leverage additional opportunities

- Live performances
- Brand association
- Merchandising
- VIP packages
- Physical special packaging (CD, vinyl)
- Global club nights

# Collaborations

- Local musicians, artists, writers, producers, labels forming alliances with international musicians, artists, writers, producers, labels.
  - Examples to date:
    - Reggaeton fusion (Puerto Rico/UK)
    - Chutney fusion (Trinidad/India)
    - Soca fusion (Barbados/UK)
    - Japanese hip hop fusion (Japan/UK)
    - Lil Wayne, Britney Spears (mainstream)
- Finding local partners

# Summary

- Organise from home territory first then reach out internationally
- Look at ways to make the music experience unique and different
- Marketing is key. Who will market and how?
- Think out of the box to create more opportunities
- Collaborate with local partners across all areas
- Greater synergy between countries. Bigger territory – bigger international attention



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