

ie:music joins forces with This Is Music - 2008-05-09

ie:music and This is Music have announced the signing of a new agreement, which gives the former an equity stake in the latter.

The combination of ie:music's roster, which includes Robbie Williams, Sia, Craig Armstrong, Passenger, Archive and The Asteroids Galaxy Tour, with This Is Music's roster of Simian Mobile Disco, James Ford, A-Trak, FrankMusik, Little Boots, Findlay Brown and The Black Ghosts, strengthens both companies offerings significantly.

The two companies will work closely together to exploit new commercial models for artistes that are both fair and transparent.

Tim Clark, co-founder of ie:music said, 'Anyone lucky enough to have been at the Coachella Festival in California, as I was this weekend, and seen the brilliant set by Simian Mobile Disco, will understand just why David Enthoven and myself are so excited to be part of Oli Isaacs' enterprise. He has, in a very short space of time, built a remarkable roster of awesomely talented artistes and is managing and promoting them with consummate skill. Oli and his team at This Is Music are part of a new generation of young and innovative managers at the forefront of challenging the accepted conventions of the music industry.

Oli Isaacs founder and Managing Director of This Is Music said, "I have known Tim and David at ie:music for a number of years and have always been slightly in awe of what they have achieved as artiste managers and how they have gone about achieving it. They have a huge wealth of experience to draw upon and ie:music is ideally positioned to tackle the challenges currently being thrown up by the modern music industry. This is Music can only benefit through this new joint venture and we are delighted to have this opportunity to work alongside one of most visionary companies in the business."