



Artists are in control.

Let's rewind the clock back before the dominance of streaming services such as Spotify and Apple Music. Back to a time where an artist's popularity was predominantly based on meeting the right label representative, A&R or agent who would invest in them and help to build their brand through their music. The days before applications on a phone could connect us to whoever we want and allow us to discover new artists and music with a simple touch of a phone screen. In those days, artists had a very small chance to be recognised and the idea that one chance meeting with the right industry person could potentially change your career was in the hearts and minds of any artist striving forward. Fast forward to the present day with the new influx of new technologies comes with it a whole new breed of artist.

The online resources offered in the present day puts the control firmly in the hands of the artists, giving them the ability to develop their brand through music releases. Services such as *SoundCloud*, *Apple Music*, *Spotify*, *YouTube*, *Deezer*, *Beatport* etc. have all empowered artists to release music whenever, however and with whoever they want for free. Simply uploading to a distribution service and posting it across social media accounts is the core of how accessible the internet has made music. With the ease offered now, the relevance of independent record labels has plummeted as the services that they excelled at previously, are tasks that artists can now perform themselves.

Excluding the creative process of writing, recording, mixing and mastering the process of actually putting a piece of music out into the world has become far easier and the focus of artist's mindset in the actual release phase can now shift into how to make their release easily accessible to their target niche audience. Putting effort into understanding your audience and the psychology behind how they may consume your music is pivotal to the success of records. For example, if a large percentage of your target audience are passive listeners on Spotify who listen to your music while studying, then focusing on your release to be placed in any relevant playlists on that service is where you will maximise you streams. By doing this you are not only making it easy for your existing audience to find you, but you are expanding your audience to more people with similar interests.

Gone are the days where one off chance meetings can change your life, and although those meetings still do occur (in very rare cases) the power to develop an artist career is firmly planted in the hands of the artists. You have full autonomy over every aspect of your project, and with how accessible music is to discover these days that's exactly how it should be.