



ASSOCIATION OF
INDEPENDENT MUSIC

14th January 2010

AIM AND BBC RADIO 1 TEAM UP FOR INDEPENDENT LABEL EVENT

The Association of Independent Music (AIM) and BBC Radio 1 will join together on 18th January to host an event giving independent labels the chance to meet Radio 1's key decision makers.

Following AIM's AGM in July 2009, where members voted for AIM to focus on helping independent labels to get better access to BBC radio, a joint event will take place at BBC White City in London on the evening of 18th January 2010. Already fully booked, the event will see 150 attendees from AIM member labels gather for presentations from Radio 1 and BBC Introducing, as well as Q&A and networking sessions.

The event will open with speeches from AIM Chairman and CEO Alison Wenham and BBC Radio 1 Controller Andy Parfitt. There will then be a presentation from BBC Introducing Editor Jason Carter, on the support Introducing provides for new acts across the BBC network. A presentation from Radio 1 Head of Music George Ergatoudis will then outline the station's music policy, target audience and how playlists are put together.

The event will close with Q&A and networking sessions, allowing labels to meet the speakers and key Radio 1 producers.

Alison Wenham, AIM Chairman and CEO states: "Access to BBC radio, particularly Radio 1, was the number one issue highlighted by members at our 2009 AGM, so we have been working hard to create networking opportunities and a good understanding between the two. This event is a great opportunity for labels to develop the knowledge and contacts needed to get their music on Radio 1."

George Ergatoudis, Head of Music, BBC Radio 1, says: "Radio 1 continues to be a huge supporter of the independent label sector and this event will be a great opportunity to explain the process behind our playlist. Plus there'll be an explanation of the role that BBC Introducing plays in uncovering and nurturing brand new talent. I'm sure the attendees are going to have a very insightful evening."

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About AIM

AIM is a not-for-profit trade body established in 1999 to represent the UK independent music industry. Now in its 10th year, AIM acts for over 90% of the independent market, with over 800 members from small start-ups to the largest and most respected independents in the world. AIM promotes this exciting and diverse sector globally, leveraging the sector's power as a fifth

major to enable its members to grow, grasp new opportunities and break into new markets.

AIM oversees an independent sector whose artists have claimed four Mercury Music Prizes in a row (2003 – 2006) and earned two thirds of all nominations between 2005 and 2008. Artists signed to UK Independents also scooped a quarter of all available prizes at the 2008 Brit Awards, with an independent-signed act grabbing “Best British Group” for the fourth year running. This confirms the sector’s undoubted lead in A&R.

The independent sector regularly accounts for 30% of all UK artist album awards (silver, gold, platinum/multi-platinum). In 2009, independent albums made up half of the fifty “best albums of the year” according to the UK music press, and independents claimed seven of the top ten releases.

Artists signed to AIM member labels include: Adele, Amadou & Miriam, Animal Collective, Arctic Monkeys, Basement Jaxx, Big Pink, Bjork, Bloc Party, Bon Iver, Coldcut, Fleet Foxes, Franz Ferdinand, Friendly Fires, Future of the Left, Grizzly Bear, Jack Penate, Jarvis Cocker, Jay Sean, Jose Gonzalez, Justice, Katie Melua, Lost Prophets, M.I.A., Maximo Park, Mr. Scruff, Nitin Sawney, Radiohead, Reverend And The Makers, Rodrigo Y Gabriela, Roots Manuva, Royksopp, Seasick Steve, Sufjan Stevens, Super Furry Animals, The Cribs, The Futureheads, The Horrors, The Prodigy, The Raconteurs, The Strokes, The White Stripes, Vampire Weekend, Wild Beasts, The XX and thousands of others.

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