



Friday 23<sup>rd</sup> January 2009

## Brits Celebrate European Success

### 17 UK-signed Independent Releases Win Impala Awards

- *Platinum Win For Singer-Songwriter Katie Melua*
- *40% Of Winning Acts Signed To UK Labels*
- *Dramatico Scoop Most Awards*

British-signed acts walked away with 40% of the winning releases from this week's Impala Sales Awards announcement.

Of the 43 award-winning releases from European independent labels, 40% (17) came from UK labels and AIM members, including the Platinum\* winning 'The Katie Melua Collection' by **Katie Melua** (Dramatico), and the Diamond\* winning self-titled album from **Vampire Weekend** (XL Recordings).

The UK success stories don't stop there however. UK-signed releases winning Gold\* include: 'What a Wonderful World' by **Eva Cassidy and Katie Melua** (Dramatico), 'For Emma, Forever Ago' by **Bon Iver** (4AD), 'Fleet Foxes' by **Fleet Foxes** (Bella Union) and 'Emergency' by **Pigeon Detectives** (Dance to the Radio).

UK-signed artists winning Silver\* include: **Antony and the Johnsons** (Rough Trade), **Battles** (Warp), **Emiliana Torrini** (Rough Trade), **Friendly Fires** (XL Recordings), **Martha Wainwright** (Drowned In Sound), **Mike Batt** (Dramatico), **Mr Scruff** (Ninja Tune), **Roni Size** (Full Cycle), **Roots Manuva** (Ninja Tune) and **TV on the Radio** (4AD).

Katie Melua is the biggest Impala Award winner to date, having achieved multi platinum for 'Piece By Piece' in 2006 in addition to her new Platinum award for 'The Katie Melua Collection'. Her label, Dramatico scooped the most awards in this announcement, receiving 3 in total.

Said Alison Wenham, Chairman and Chief Executive, AIM *"The IMPALA Awards are to recognise, and to thank the artists and the record companies who produce such great music. They help to spread the word across Europe, and promote the grass roots of the indie sector, as well as the international stars independent companies regularly produce."*

Commented Mike Batt – Chairman, Dramatico *"I've always been happy that my music is released on an independent label, - and to have IMPALA recognise our work is truly thrilling. I'd also like to say that the small team at Dramatico have been brilliant in helping me achieve this unexpected but very much appreciated international success"*.

\* Platinum = 500,000; Diamond = 250,000; Gold = 100,000, Silver = 30,000

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## **About the IMPALA Awards**

The IMPALA Sales Awards promote diversity and creativity. They are the first sales awards to recognise that success on a pan-European basis needs to be acknowledged on different levels starting well before the 1 million mark. For many independent music companies selling 30 000 is a significant success. This deserves recognition.

Award levels are based on shipments anywhere across Europe - Silver 30K, Gold 100K, Diamond 250K, Platinum 500K, Double Platinum 1 million, Multi Platinum 1.5 million plus.

The IMPALA Awards are an extra tool for independent record companies to market themselves and their artists internationally.

Awards can be registered by labels, distributors, managers etc via IMPALA's on-line certification system at [www.impalosite.org](http://www.impalosite.org).

## **About AIM**

AIM is a not-for-profit trade body established in 1999 to represent the UK independent music industry. Acting for over 90% of the independent market, and 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 nominations in both 2005 and 2006. 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 2006, independent albums made up nearly half of the fifty "best albums of the year" according to the UK music press, an independent release also claiming top spot for the second year running.

Artists signed to AIM member labels include Adele, Arctic Monkeys, Basement Jaxx, Bjork, Bloc Party, Coldcut, Editors, Enter Shikari, Franz Ferdinand, Infadels, Jack Penate, Jarvis Cocker, Jose Gonzalez, Katie Melua, M.I.A., Maximo Park, Nitin Sawhney, Pigeon Detectives, Radiohead, Reverend And The Makers, Rogrigo Y Gabriela, Roots Manuva, Royksopp, Sufjan Stevens, Super Furry Animals, The Cribs, The Futureheads, The Go! Team, The Prodigy, The Raconteurs, The Strokes, The White Stripes, Vampire Weekend and thousands of others.

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