

IMPALA Press Release, MIDEM, Cannes, 29th January 2008



IMPALA announces next batch of sales awards with Platinum for Radiohead, Katie Melua and Manu Chao

The new winners include one Double Platinum, two Platinum, five Diamond, fourteen Gold and nearly thirty Silver from all across Europe.

Radiohead's latest album "In Rainbows" already qualifies since it's physical release on New Year's eve. Katie Melua's "Pictures" went double platinum in just 4 months.

In total nearly 500 awards have been registered so far representing 50million CDs sold and 3/4 billion euros in revenue.

IMPALA's announcement was also the opportunity to feature Berlin label Aggro Berlin with their 20 IMPALA award winning albums. The label, which has already clocked up over twenty awards, was presented with their awards (Photograph available).

About the Award

The IMPALA Sales Awards are the first sales awards to recognise that success on a pan-European basis needs to be acknowledged on different levels. They celebrate the fact that achievement and success begins well before 1 million (the only pan-European sales level officially recognised before IMPALA launched its own scheme).

The IMPALA Awards are an extra tool for independent record companies to market themselves and their artists internationally. Labels can use IMPALA's on-line certification system at www.impalosite.org to register that they qualify for award. They can also order the framed awards. The awards are part of IMPALA's wider strategy to foster creativity and entrepreneurship and promote cultural diversity in the face of increasing concentration.

About IMPALA

IMPALA was established in April 2000 to help independent music companies represent their own agenda and promote the expansion and competitiveness of independent music in the interests of entrepreneurial and cultural diversity. IMPALA is the only cultural and creative SME association in Brussels.

99% of Europe's music companies are SMEs. Known as the "independents", they are world leaders in terms of innovation and discovering new music and artists - they produce more than 80% of all new releases. They are also key employers, providing more than half the jobs in the whole sector. Their potential is enormous but is hampered by complex barriers to trade and severe market access problems. The impact on diversity, consumer choice and pluralism is clear. Over 95% of what most people hear and see, whether on radio, retail or the internet, is concentrated in the hands of four multinationals, known as the majors". The Commission will now seek to put new policies in place to give SMEs preferential treatment, which is seen as is "economically and politically justifiable". Cultural and creative SMEs are now officially recognised by the EU as "the drivers of growth, job creation and innovation".

IMPALA has over 3500 members including the top independents: !K7 (Germany), Beggars Group (UK), Bonnier Amigo (Sweden), CLS Music (Hungary), CNR (NL), Cooking Vinyl (UK), Edel (Germany), Epitaph (US/NL), Gazell (Sweden), Menart doo (Slovenia), Musicvertrieb (Switzerland), Naïve (France), Odyssey (Ukraine), PIAS Group (Belgium), Playground (Sweden), Red Bullet (NL), Soyuz Music (Russia), SPV (Germany), Wagram (France), as well as national trade associations from the UK (AIM), France (UPFI), Germany (VUT), Spain (UFI), Italy (PMI), Belgium (BIMA), Denmark (DUP), Norway (FONO), Israel (PIL) and Sweden (SOM) and the Catalanian association APECAT.

For further queries, please see <http://www.impalamusic.org> or contact IMPALA on T: + 32 2 503 31 38, IMPALA, Coudenberg 70, B-1000, Brussels.

