

# LISTEN, LIKE, BUY



## DIRTBAG RECORDS

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It's Official! Dirtbag is now signing bands and solo artists to our own record and distribution label! Over the course of 18 months Dirtbag has been engaged in the design and implementation of a radical new record label concept.

First, we designed the label to specifically assist artists in making the transition from being an unsigned band to becoming a Major Label headline act. Music is a business, and as such, the first criteria Major or Independent labels look at are proven sales and revenue numbers: CD sales, single sales, demographic reach, market size, ticket sales, merchandise sales, satellite, terrestrial, and college radio play, touring schedule and so on. Taken together, these are elements of creating a great "band story." At DBM Records we want to help your band build a chart topping story!

Second, we have implemented 6 major marketing and distribution platforms into our record label for the sole purpose of providing a solid groundwork for artists and bands to build great stories.

1. ONLINE DIGITAL DISTRIBUTION – LISTEN, LIKE, BUY
2. MUSIC PUBLISHING
3. PUBLICITY & TOUR SUPPORT PROGRAMS
4. PROFESSIONAL YOUTH ORIENTED SPONSORSHIPS
5. MOBILE, SMART PHONE & VIRAL MARKETING
6. RADIO, COLLEGE & TV MARKETING

Lastly, at DBM Records, we value artistic development and more importantly we value artistic control. DBM Records is the first record company that will allow the solo artist or band the right to exit their record contract, retain master license control for all compositions AT ANY TIME! We call this model "CORE REVOLT." At DBM Records, we never own an act, we become the acts business partner!

DBM Records is currently accepting submissions from ALL genres of music including Pop, Rock, Indie, Metal and Country.

Visit [dirtbagmusic.com/submit](http://dirtbagmusic.com/submit) for submission details! Start building your band story today!

Professional Regards,  
Mark Evans  
Sr. VP Business Development, Head of A&R



# DIGITAL DISTRIBUTION

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FACT NOT FICTION - "BAND STORY"

In the case of online music, the public was told that home-spun web streaming led to the British act Sandi Thom signing with Sony.

If, for instance, you read that bands are making it big on MySpace, the first thing that should pop into your head is the question 'who stands to gain if I think that's true?'. Then you remember that what sells a band is a great story. The more that story is about them being genuinely great, rather than simply marketed, the more successful that band becomes. You might even recall that the guy who owns Fox News is also the guy who owns MySpace.

So when you hear that Sandi Thom was signed to Sony because 100,000 people were tuning in to her nightly live web stream from her flat in London, first remember that you only heard that story AFTER she had signed to Sony. The first thing you should think of is the press release, and wonder who might have sent that press release, bringing all those photographers to the Sony signing?

Keep in mind, bandwidth costs a lot of money and that there are technical limitations on upstream internet bandwidth from home connections. If Sandi Thom had that many listeners / viewers without corporate/label support, she was pretty much running her own ISP with outgoings in the ten's of thousands of dollars and no income of which to speak.

Finally, you begin to realize that Sandi Thom had a publicist early on — and was already signed to Sony when she started streaming from her apartment!

The groundswell of unsolicited support is a great story and has the same impact as that story that everyone seemed to buy into about Norah Jones being a word-of-mouth phenomenon — when actually, there were billboards, tv ads and radio airplay all over the place.

At DIRTBAG MUSIC RECORDS, your band's online digital distribution success is only as good as your band story ! We have partnered with major digital online distribution websites, created a full publishing company, PR and marketing department, mobile and viral department, formed partnerships with, major brand sponsors, radio, television, web, college and film companies to aide your band in telling a great story!





# MUSIC PUBLISHING

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PLACING MUSIC VIA PUBLISHING

By far the most reliable way to promote music is to have people “LISTEN” to it. Repeatedly, if possible — and for free. After a while, and with a great story, people get to know and love the music. Sooner or later, they’re going to want to own it.

This isn’t just true for just pop music. It’s not just about getting a hook stuck in someone’s head so they hum it to themselves. So-called ‘serious’ music also benefits from familiarity — perhaps even more so. The more challenging a work, the more exposure is required to really get inside it and appreciate it.

Liking music is not just about entertainment. Music consumption, to many people, is a serious business. And by consumption, we don’t just mean buying or listening. It also involves collecting, organizing and making sense of the music in relation to a personal canon. It takes more than an impulse purchase to break into that sphere.

But either way — whether it’s a pop song, a heavy metal album, or an experimental, avant-garde track — the key is very simple: people have to **listen** to music, then they will grow to **like** it, and then finally, if you’re lucky, they will engage in an economic relationship in order to **buy** (not just listen and like ) that music.

That’s the order it has to happen in. It can’t happen in any other order. There’s no point in hoping that people will buy the music, then hear it, then like it. They just won’t happen.

Which is why at DIRTBAG MUSIC RECORDS, our tag line is very simple:

## LISTEN, LIKE, BUY

Dirtbag Publishing works to get your band’s music “listened” to and licensed through aggressive exposure on games, cable television, film trailers, feature films, ad campaigns, iPhone Applications, widgets, giveaways, CD compilations, mobile text platforms, satellite, terrestrial and college radio stations, blogs and podcasts!





## PUBLICITY & TOUR SUPPORT

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CDS, TOUR SUPPORT & CONCERTS

A good review alone won't break an unsigned artist. Just as a radio campaign alone won't. It's the combination of all marketing and promotion mixed together; radio, press, webzines, internet radio, advertising, in-stores, performing, touring, CD compilations, street teams, etc. To create an industry buzz you need reviews in national magazines like Billboard, Performing Songwriter, Spin, Alternative Press, Relix, CMJ, Rockpile, Music Connection Magazine; it makes a huge difference. But always remember, word of mouth is still the best advertising a band can get.

DBM RECORDS aggressively looks to place our artists on Compilation CDs that have a build in target demographic. For example, we have an exclusive multi-year contract with US NAVY SEALS, and the Naval Special Warfare Foundation, a build in hard-to-reach military audience, to provide musical compilation CDs, concerts and entertainment. This is an example of just one of hundreds of Compilation CDs planned that will assist promotion of our artists. More importantly, unlike 99% of Compilation CDs we do not charge for this service, but provide it!

On top of working a bands tracks to new audiences, we will also be placing bands on tour, as openers, and featuring bands in mainstream sponsorship ads and contests.

Bands will also receive publicity and airplay on specialized Podcasts, Music Blogs and specialized radio formats, again, designed to help the band build a great story!

Moreover, every DBM RECORDS artist will be able to participate in our custom "TOUR SUPPORT," program whereby artists can sell DIRTBAG CLOTHING & ASSESSORIES in addition to their own merchandise materials and pocket the difference!

DBM RECORDS can even assist your band in producing your tour merchandise!

★ **Dirt Bag** ★  
APPAREL & ENTERTAINMENT ★ DIRTBAG.COM





## YOUTH ORIENTED SPONSORSHIPS

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BRAND-TO-BAND SPONSORSHIPS

DIRTBAG MUSIC RECORDS is a forward thinking record label. We design and implement programs that assist artists where they need it the most – at the local and regional level!

Here at DBM RECORDS, we have partnered with over 200 major music manufacturers, e.g., Sabian, DW Drums, Gibson, etc., over 25 professional music supervision and publishing firms, and over 100 major youth oriented brands for the sole purpose of getting our artists sponsored by leading youth oriented brands.

Starting where other band programs leave off, the Dirtbag brand sponsorship program will match BRANDS-TO-BANDS where the relationship and marketing fits! Some of our artists will be perfect for Crown Royal, some will be perfect for Budweiser, and still others will be perfect for Coca-Cola, Monster, Verizon, Randall Amps, Vic Firth and so on.

The youth oriented brand sponsorship program will also require these brands to push your band and music in print, on websites, at event appearances, ads and other related cross marketing platforms. We are extremely excited about this program as it will give bands a much larger core marketing audience.





# MOBILE SMART PHONE & VIRAL MARKETING

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THE LONG TAIL

**The economics of the internet are different to the economics of the offline world. The ways in which it's different are still being shaken out, but the most well-established principle is that of The Long Tail.**

Originally an article by Wired Magazine editor Chris Anderson, and then a blog and a very successful book, The Long Tail is actually a very simple concept. It's a model for describing an important characteristic of the online environment.

The main point of Anderson's article is that the internet enables the large number of non-hit songs to expand to the extent that they economically outweigh the hit songs.

In a sense, it's all about physical space. In the offline environment, there's only a certain amount of shelf space. Online, storage is not a problem. In traditional record shops only the most popular items can be offered. Online, far more things can be made available and that raises some issues.

The first issue that arises from this is that the more things you make available, the more people will explore the non-hits. The repercussion of this is that the sales of the most popular items suffer. If 100 things are available, those 100 things will enjoy sales success. If a million things are available for sale, the 100 most popular things will still enjoy some sales success, but a greater proportion of people will explore the tail instead of consuming the hits.

The second issue is that the more things you make available, the more things people will consume overall. Amazon.com sells more books than any other bookstore because it sells a greater range of books than any other bookstore.

The third, and perhaps most important aspect, is that the Long Tail provides not only greater potential for mass market retailers moving online by reducing the problem of shelf space, but also a route to market for a wide range of niche products that might not otherwise have been made available by more traditional means.

The simple fact is that economics are transformed online. An online music retailer will never sell out of a record. They will never have to stop stocking an item in order to stock another.

At DIRTBAG MUSIC RECORDS, we strive to make your band well known so we both benefit on the business end.



# MUSIC AS A BUSINESS

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DBM RECORDS AS A PARTNER

**There have been several major phases in the history of music as a business. All of them have quite different models of monetization. Welcome to the newest one.**

Let's look at some of the main ways in which people have made money from music over the years. All still exist in some form or another — but each has had its day. Every time a new technological development comes along, the ratio has been shuffled around in order to make room for the new player in town.

## **Live Performance**

Of course, the patrons of the arts were horrified when music performance became a entertainment for the masses, rather than for those worthy of culture. But musicians, and their new business associates, found they could do better when their pay came from the pockets of the many, rather than of the few. Entry to the music profession was suddenly much more open.

## **Print Publishing**

The birth of sheet music was, of course, the death of the music industry. So they thought! If people could play the music themselves at home on their pianos, then who would attend concerts? Mass production of popular song changed the way that audiences engaged with and consumed music. It didn't kill the concert hall, but built more!

## **Recording**

Famous artists who had made names for themselves in the concert halls could enjoy renewed revenue with the birth of recording. Not only could you now have the music of the stars of stage and screen in your home... you could hear the stars themselves performing it. Magical. Sadly, the entire industry was more or less built on sheet music, and the "death of music business" happened again. So they thought!

## **Broadcast**

With the birth of radio came the newest threat to the music business. If people could hear music at home without buying the recordings, then why on earth would they spend money on music any more? This latest development led to boycotts, lawsuits and charges of piracy. Of course, we now know that radio is the single strongest driver of music retail sales, and it also generates performance royalties, even absent a concert hall.



# MUSIC AS A BUSINESS

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DBM RECORDS AS A PARTNER – CONT'D

## **Synchronization**

Getting played on radio was one thing — but having your song used in a film, a TV show, commercial or videogame is something else again. Suddenly one of the quickest and best ways to make money out of music was to associate your music with something that large numbers of people will see, rather than just listen to. And the interesting thing was that it was no longer the audience who was paying but large film and entertainment companies.

## **So there's this new technology...**

Each time a new technological environment for music comes along, everything shifts. What was dominant recedes into the background. What was once lost is retrieved. And it never quite turns out the way you expect it to. When the music industry was doing its best to shut down radio stations and prevent them from distributing their music for free, who knew they were strangling their cash cow?

But these transitions are always problematic. The recording ban of 1942, which is just like the Home Taping is Killing Music debacle in the 1980s, which is just like the suing of customers the major record labels and RIAA are trying.

The best news for music business — and particularly for DIRTBAG MUSIC RECORDING ARTISTS — is that the winners in this game are those who understand the new environment and find a way to connect an audience with an artist. It really is as simple as that.

At DIRTBAG MUSIC RECORDS, we don't own artists we partner with them! We provide the resources, distribution and marketing to build new band stories! The single best feature of DBM RECORDS is that the artist or band is free to leave and take with them the ownership of their master recordings and compositions – AT ANY TIME!

Giving a major label your Masters forever, is like buying a car, repaying the bank the money you borrowed and yet the bank still owns the title to your car? At DIERTBAG MUSIC RECORDS – those days are gone!

On behalf of the entire DBM RECORDS A&R department, we look forward to your submissions!

Mark Evans, SVP Business Development, Head of A&R