

Hollywood Music Company Enables MySpace Musicians to Make Industry Deals

HOLLYWOOD, Calif. – Sept. 28 (SEND2PRESS NEWSWIRE) – L.A. based, A&R Select offers artist development and marketing services for online musicians. Historically, A&R refers to “Artist and Repertoire,” a job title given to the label representatives that discover and groom new talent for success. A&R Select’s staff gives the tools and resources for songwriters and performers to develop and market themselves to labels, publishers, film, television and video game companies through their MySpace music sites.

“MySpace has become the standard for discovering new artists. We offer MySpace artists the tools to take their overall presence to the next level, and help advance their careers,” says Mike Burns, an established L.A. based music producer & the company’s creative director.

Artists on the roster are developed and marketed by A&R Select’s knowledgeable music staff. An online bio is composed by their in-house publicity department and personal attention is given to the artist’s music and image by consultants via phone and email. They also include touring and publicity packages to promote and support their artists. Launching in early 2006, A&R Select’s successful track record of submitting artists into Indie films and television projects has recently garnished them more attention. MTV’s music department is using A&R Select to help them license music for the network’s original programming. In addition, several artists have been approached by labels and publishers as a result of A&R’s marketing efforts.

While most artists can benefit from the plethora of resources on tap at A&R Select, the music company is careful to keep it “selective”, by maintaining high standards. A&R Select pre-screens and hand picks its artist submissions to guarantee quality control. “We like to think of our artists we submit as the cream of the crop, and that’s what will always give us the competitive edge.”

Besides development services, A&R Select also provides each artist with his or her own online storefront where they can sell and market their music to their fan-base and to an audience of over 100 million users in their age demographic. Most importantly, all the artists with A&R Select retain full rights to their music and get to keep 100% of any profits made by virtue of their membership with the firm. They also have built up a network of 39 cities in which they can book their artists to tour, and over 2000 online music sites to promote their artists through.

The near future promises even more opportunities. A&R Select is launching monthly Web broadcasts of artist showcases distributed via the web. These will be shot in a Los Angeles venue with invited bands each month and offered by webcast to the firm’s database of industry executives.

The artist with the right resources, all of which are provided by A&R Select, can touch new listeners daily, building a stronger fan base day by day. Burns is the first to admit "The industry has changed a lot in recent years and labels just aren't interested in developing artists anymore, so we've taken on the responsibility for them...and it's working."

The firm is now considering submissions placed online at their website www.arselect.com. With the technology changing the way the music industry does business, A&R Select are poised to become a major player in discovering new artists..

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