TRIBE OF NOISE

CC MUSIC MAKERS SHOWCASES

By

Marko Roca & Hessel van Oorschot
Meet Marko

Head of Music with a 360° in-depth knowledge of just about any aspect of the music trade. Producer, DJ, MC and sound technician // label owner, sound designer, playlist curator... with over 25y of experience under his belt.

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Meet Hessel

Chief of Noise, tech background, CC maker since ~2005 and secretary of Open Nederland (#cc-nederland)

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How did our journey start?
An artist-centric music business

Reminder
Which companies in the music industry today have an artist-centric approach and why is this important?
Can we listen & share valuable knowledge?

Can we generate exposure and revenue?

Can we change the industry in their interest?
Examples

➔ **What**
   “Make Some Noise” by ToN all-stars

➔ **Listen**
   Amber Ojeda, Sam Gallagher & Nathan Brumley

➔ **Why**
   Busy artists from our community recording a collaborative song, “giving back some love” to Tribe of Noise
CC Makers like Eric Harper

“Winner of the New York Film Awards for Best Score 2018.”

“Winner of the European Independent Film Award for Best Score for 'Wished' 2018.”

“Winner of the Guitar Mania Contest from Tribe of Noise 2014.”
YOU make music
WE create opportunities

More?
Our Spotlight Interviews and most recent opportunities for music makers
artist.tribeofnoise.com
Music please!
Taking care of artists, the Tribe of Noise way.

Tender, love & care
We are not a music archive but a global partner for music makers working hard to get their music heard.
Basics

Video
Examples

Audio session 1

➔ **What**
Songs that are great matches for our in-store channels

➔ **Listen**
Examples of various songs from various themed channels
Examples

Audio session 2

➔ **What**
Examples of great songs that either have no placement opportunities yet or the styles are too “off” for in-store

➔ **Listen**
Rock, hip-hop, World music
Examples

Audio session 3

➔ **What**
Some songs that are simply not a match because of various quality issues

➔ **Listen**
Sometime same artist has a few “match” song but then completely “non match” ones too

➔ **Why**
It can be the voice (too “specific”), lyrics, singing quality, mix quality, etc.
Do’s & Don’ts

Tip
Keep this in mind before you (tell others to) upload...
RE:REC

www.rerec.co

We picked some PD gems and asked our community to re-record, creating their own flavoured versions.

The winners get to be pressed on a great vinyl record

Design by Keanca Carreira
Exponential growth of consumer-centric music services like YouTube, Amazon Prime and Spotify:

How can we help music makers in the future?

Hint
Anyone with a good idea should raise their hand now!
Good luck!

We hope this presentation gave you insights in our artist-centric approach and will be the beginning of new friendships, partners and support for music makers around the world.

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