

MUSIC

Name of Speaker: ANDREW ARCHER

Company (representative of): Label Manager at Global Underground, Owner at Loft Music, Producer in Trafik

Website: <http://www.loftmusicstudios.co.uk/>



Background:

Andrew's specialties: Music production, composing, music licensing, contracts, negotiation, royalty accounts, CD manufacture and production, music publishing, lecturing, compilation album mixing, DJing, live performances.

The Business/Company:

Loft Music Studios - Loft Music Studios is an exciting recording studio in Newcastle situated in the heart of the City Centre. The facility itself is a 2,000 sq ft commercial recording studio space, recently renovated, restored and revamped by the music production and sync licensing company, Loft Music.

Loft Music has extensive experience ranging from producing local and international artists to composing soundtracks for global brands such as Sony, Disney, Electronic Arts, the BBC and Channel 4 which sets us apart from other recording studios in Newcastle.

Andrew's presentation will concentrate on:

The Loft Music group of businesses is run by Andrew Archer and John Elliott and includes a recording studio, a sync licensing agency, a publishing company, a record label and a successful artist/production team at its centre.

Andrew has been working in the music industry for over 20 years, having started at Global Underground, the internationally renowned dance music brand, from its inception in 1996 until leaving to run Loft Music full time in 2007, and as an instrumental figure in Global Underground's success.

Loft Music creates and licences, music to some of the world's leading entertainment brands including Sony, EA Sports and CBS televisions for titles such as Gran Turismo, CSI: New York and SSX Tricky.

For the past few years Loft Music has been back working with Global Underground, Andrew is now Label Manager and runs the label, roles include licensing, royalty accounting, artist liaison, manufacturing, distribution, D2C sales, social media management, tour support and anything else that is needed in this ever-changing industry.

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