

PROFILE SHOOT MUSIC**THE SPORTING LIFE**

In the six years it has operated, Shoot Music has mastered the art of bringing together music rights-holders with major sporting occasions to create great opportunities for both

**SYNC**

■ BY TIM INGHAM AND TOM PAKINKIS

The past couple of years alone have affirmed just how effective sport can be in bringing people together on a global scale – it's a quality that is perhaps only rivaled by the power of music.

The sporting world has always been an international platform and one that the music industry has been keen to exploit. From World Cup ad syncs to Superbowl performances, both music and sport have a history of coming together in highly successful and mutually beneficial partnerships.

One company that has been instrumental in helping music rights-holders and the sports businesses come together to forge effective relationships is Shoot Music, which has been managing artist campaigns in the sports market for more than six years.

Having worked with countless acts including Elbow, Deadmau5, Maverick Sabre, Paul McCartney and Robbie Williams, Shoot Music has brokered big deals with major sporting teams, competitions and broadcasters.

We sat down with Shoot director Tom Roberts to find out what kind of sporting opportunities are available for music rights-holders today and how best to grab them.

What makes Shoot so unique in this sports and music field?

Shoot was designed and created by working with sport media and sport organisations. We built the business based on feedback from the sport industry over a number of months, an industry that found

ABOVE
The beautiful game: Shoot Music has managed artist campaigns with a range of sports organisations including The Football League

the music business a confusing and archaic world to understand. The fact that there are two copyrights in music, and various societies and roles across an expansive creative area, certainly makes it a complicated and intimidating place to play for those from a scientific industry like sport.

As a result, we were on an 'educational drive' for much of the company's early phase, explaining how our industry makes records, creates awareness of our product, develops loyalty from fans, etc – in short, all the basics to the business. We quickly developed a strong ecosystem through which we drive powerful promotional results. It is these grassroots relationships that have defined Shoot as a unique business. Our connections with organisations such as The Football League, talkSPORT and Sky Sports digital media have deep roots going back to this early period, and in many cases we have created media space for music that didn't exist before, such as the Football365.com music section, Music365, and talkSPORT artist promotions. We have also developed a brand promo system that Sport TV and radio producers trust as a filter to the best and most appropriate music for their soundbeds and montages, all based on this early foundation building for the business back at the start.

Our clients know that we can use these relationships to develop promotional strategies through media, which did not exist pre-Shoot, and continue to evolve through Shoot now.

The business is also unique for its foundations within the music business. When you start up and have the likes of Big Brother (Ignition), Fiction, Infectious, Parlophone, [PIAS] backing your concept, you have a real energy and fuel to progress. We are certainly a creation of the music business' desire to work with sport as much as we

are a creation of the sport industries desire to work with music. I like to think of it as a bridge – we have built this amazing structure between the two industries.

What potential is there for music companies to find audiences through UK sport, and are people currently missing out?

Football clubs boast huge loyal audiences, sport media has tremendous reach and sport generally is frontage/top story news nowadays – sports stars are the new rock stars in a sense. Through music use, creative artist promotions and placement of product, there is huge potential for music companies to reach more eyes and ears. The positive association with sport brings its own key values to artist campaigns too.

It's the new areas of music that really have a big part to play though, those brought about via the digital revolution. Streaming services particularly. Music accompanies spectator sports and personal sports like running – soundtracking the sports fan lifestyle is potentially an area that consumes more music than any other.

We don't just work the commercial end of town, we also work with skate parks and extreme sports where there's a younger generation. Many in this market don't know what radio is or have little desire to watch live TV. This is our newest area, but probably the one with the most potential for those who are looking to reach a young crowd. On demand media is a huge growth area, and there are lots of opportunities to create new media space.

Can you give us a brief history of Shoot? How did you end up specialising in this field?

The signs and re-occurring daydreams were there for several years, sometimes it's only when you

look back that you can join the dots. I spent several years running club promotion campaigns for Oasis, Kasabian, Muse, The Killers, Robbie Williams... stadium acts. Oasis was probably the call to action though. Touring the UK's football stadiums with the band over several years sowed the seeds and market research for the idea. DJ'ing from Wembley Stadium's stage and seeing their audience face-to-face... their crowd were football fans. This was an area that needed to be worked and, apart from Soccer AM, what real promotions existed in this area? In 2008 I went for it!

How have your sports partners grown closer to music over the years?

In some capacity, most sport media partners have grown closer to music during our reign. Be it talkSPORT, who now use music throughout every show, or The Football League, who this year went as far as allowing every single song at Wembley's League Cup Final to be a new release. The FA had an 'anthem' for 2014's tournament - Reverend & The Makers Shine The Light. Stadiums use more music than ever before, which is reflected in the higher licence fees PRS/PPL are now achieving with the area.

Should the music industry get over the idea that anyone involved with football has to be 'lad indie'? Yes! A large percentage of soundbed use we place is now for dance acts. Classical/orchestral music plays a big part in events and TV montages. In the past four years we have enjoyed an epic journey with Olly Murs, who last year became an official ambassador for the FA.

Recent campaigns for Tinie Tempah, Meridian Dan, Deadmau5, Foxes, Eminem, Chromeo, Foster The People, John Newman, Parovoz, Lethal Bizzle and Disclosure prove the diversity in the music use in this area further.

The teams at Wembley's recent cup final walked out to Foxes Let Go For Tonight. There's pretty much a place for everyone, such is the scale of sports available to us, and that's really down to the developing relationship we have enjoyed with the sport market.

How much of an opportunity was this year's World Cup for you?

We had the pleasure of representing Fatboy Slim's Bem Brazil project, which kicked the World Cup party off early for us playing host to England's first Wembley Stadium friendly against Denmark back in March 2014. Norman then went on to take part in a whole host of unique World Cup promotions,



"Sport is the nation's obsession. It is tribal, which is something the music industry has lost to an extent"

TOM ROBERTS, SHOOT MUSIC

from taking part in Gary Lineker's BBC1 Brazil preview show, to hanging out with FIFA.

Several of our acts were supported by FIFA's official media, talking about the World Cup and their teams' chances in advance of the tournament, whilst we had a number of online partners interviewing and supporting our releases throughout. We also enjoyed a number of great sync spots for our acts, including ALT J's new single soundtracking England on ITV, XL's brilliant new band Jungle enjoying a number of spots and our Brazil-focused albums from Fatboy Slim and Gilles Peterson eating up a bit of air time too.

What is it about sports PR/media that means it dominates newspapers etc. in a way that music can only be envious of?

Sport is the nation's obsession - and it's our obsession to soundtrack that. Sport is tribal, which is something I feel the music industry has lost to an extent. As music genres blur and artists and music media try to appeal to the broadest audience possible, we have lost the attitude and icon production line that served music so well in the past. What happened to the punks, goths, rockers and the ravers? Sport is producing icons and personalities and this is what hits the headlines.

What sort of partners are you keen to work with in the coming years from the music side?

It's stark how much music plays a role with sport events. Our stadium music and sport music news site Shoot Matchday are all about taking this area forwards, direct to consumers. We want the music industry to soundtrack the lives of sports fans and break artists through this environment. Key partnerships for us are therefore streaming services and track recognition. We're looking for the right streaming service to work with and we already actively work with Shazam to ensure they have all our music being used in the sport area each week. Also, surely it's time for a quality weekend TV show that combines the two areas of music and sport equally? Any BBC Bosses reading this, give us a call... Working title is Shoot Music!

GLOBE-TROTTING: SHOOT'S AMBITION TO CREATE A WORLD OF OPPORTUNITY



Shoot Music launched its Berlin office last year as part of a joint venture with German PR company Verstaerker. The move allowed the company to create promotional opportunities between UK and German parties, as well as providing a platform for domestic German acts looking to work on international projects.

"In the 2013/14 season we established a strong connection with sport clubs and stadia across Bundesliga 1-4, basketball, ice-hockey and handball," says Verstaerker co-owner Carsten Sticker (pictured, left, with co-owner Sven Staedtler).

"We work with most of the relevant sports clubs like Bayern Munich, Borussia Dortmund, Schalke 04, as well as the games of the DFB national teams. We also deliver interview and video-content to various sports media, such as Sport 1, Sport1.fm, Spox.de, 11Freunde.de, as well as our self-produced video format 'Stadion Rock'.

"Our focus for the next season lies in intensifying our relationship with sports media and developing new formats in which musicians talk about their love of sports and, vice versa, sports stars present their favourite music."

During the World Cup this year, music from Shoot Music Germany was played to up to 800,000 viewers during public screenings across German cities, right up to the final.

"It's our priority to get things right in Germany first but we are already building other territories and will have news on this soon," says Shoot director Tom Roberts. "We also have a full promotion service available for Ireland, working with the Irish Premier League clubs, Irish domestic sports and media."



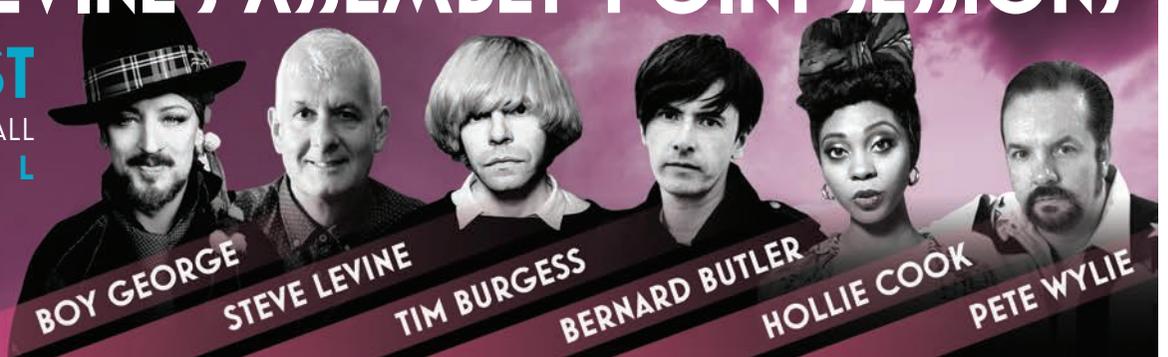
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