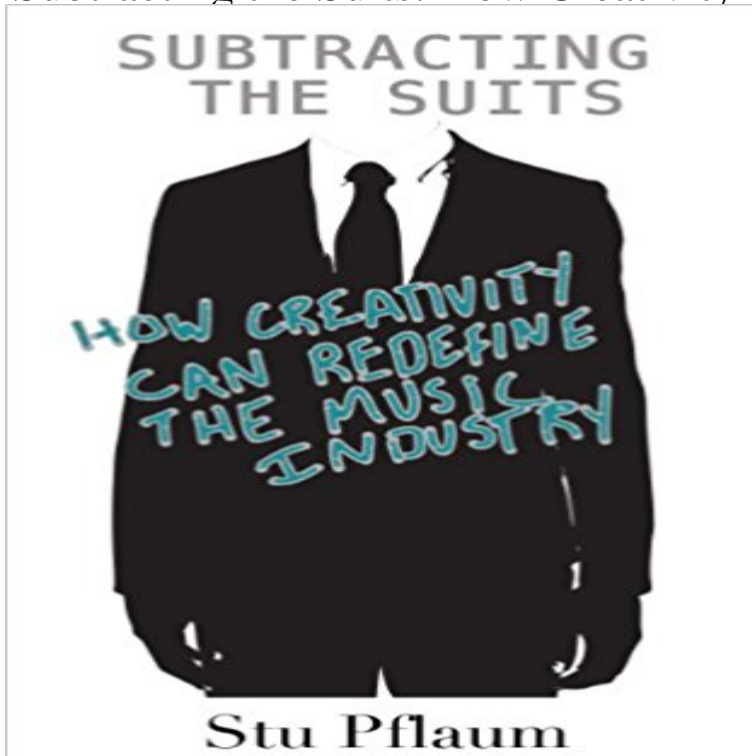


Subtracting the Suits: How Creativity Can Redefine the Music Industry



From the author: Subtracting the Suits: How Creativity Can Redefine the Music Industry is an essay that examines the struggle of independent artists and music companies in a troubled marketplace. I applied my own experience in operating an independent record label to unravel the relationship between my company and our distribution company. I found a trail of inadequate conditions in this relationship and looked for a solution that is applicable to my company, as well as others that are looking to maximize their revenue in the music industry. I analyzed a specific retail crisis that affected Element 9 during one of our recent album releases, and then applied this experience to a broader examination of why the crisis occurred and why it would continue to happen without extreme structural changes. The results of this examination led me to design a new model for retail distribution that circumvents major distribution companies and major retailers, while increasing profits and customer satisfaction. The conclusions reached through my analysis have the potential to change the way music is sold. I have outlined a way for artists and companies to increase their accountability, while also freeing themselves of the constraints that were present in the old retail model.

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