

“EVERYTHING YOU NEED TO START YOUR OWN DIGITAL LABEL”

The ISA (International Songwriters Association) rarely plugs a book - mainly because most of them are out of date before they even hit the book shops - but for once, we are going to make an exception. The reason?

Well there are two actually. First, it is one of the most detailed and most informative works we have ever read on any aspect of digital music, and given that the subject is how to set up your own digital label to sell your own songs online - you can see why we are more than mildly excited by it.

Secondly, it is written by one of the most experienced and successful names in the UK music industry - Dennis Sinnott, who has also penned some of the best articles on the ISA Private Members Site.

Dennis began in 1970 in the trade department of the KPM group of music publishing companies in London where he specialised in the publication of classical and popular music.

In 1972 he transferred to the copyright department and in 1974, when EMI took over the company, he was promoted to Copyright Manager of B. Feldman & Co. Ltd (within the EMI group).

In 1976, Dennis was promoted to Head of Copyright of EMI Music Publishing. This included Keith Prowse, The Peter Maurice Music Co.Ltd., Macmelodies, Ardmore & Beechwood, World Wide Copyrights, Francis Day & Hunter, Robbins, Screen Gems, Metromedia, New York Times Music, Music of the Times, Combine Music, Al Gallico Music, B. Feldman & Co. Ltd., and several hundred additional companies making it the largest international music publishing organization in the world.

In addition to administering the world's largest publishing group, he was also instrumental in negotiating deals with many super groups and solo writer/performers, including Queen, Sir Elton John, Sir Paul McCartney, the Rolling Stones, Pink Floyd, Deep Purple, Wishbone Ash, Jeff Beck, Mud, Medicine Head, Be-Bop Deluxe, the Hollies, Bob Dylan and scores of other hugely successful acts.

And that was just the beginning of a long and illustrious career which now sees him as CEO of the UK-based Christel Music. In other words, what Dennis does not know about the music business is simply not worth knowing.

The book is available from <http://www.dennissinnott.com/> for around \$30.