

# HOW TO MAKE IT TO THE TOP OF THE MUSIC INDUSTRY

**warm**

**WORLD AIRPLAY RADIO MONITOR**

Democratizing the music industry

IT STARTS WITH YOU

WARMMUSIC.NET

# WHAT IS THIS?

*WARM has interviewed 4 influential professionals from the music industry. In this ebook, we have gathered their pearls of wisdom for you who is navigating in the music business jungle, for the up and coming artist and for music lovers.*

*Enjoy!*

# WHY THIS EBOOK?

“

*I believe that a sustainable music industry comes with a more open and honest flow of information. That is what I promote with WARM and this ebook.*

”

- Jesper Skibsby, Founder & CEO of WARM



# LASSE SVENDSEN

PRODUCER & DJ - "BE SVENDSEN"

**What is your role in the music industry?**

*I'm a traveling musician. Playing and touring all year round with an electronic one man band live setup.*

**What's the best way to do successful radio promotion, if you can't afford a professional radio plugger?**

*In my field of the industry, there has not yet been much focus or attention on getting radio airplays, but as the masses are opening up to more experimental instrumental music this could be changing.*

## How do you use WARM?

*WARM is a handy tool these days as I have a lot of releases out this spring and summer. It lets me monitor radio plays worldwide, in a way I had absolutely no chance of before. Shows me that the music is being played in countries I would never have guessed. I'm sharing this information with my agency, so we can target future gigs in new areas with the help of WARM.*

### Best advice to upcoming DIY musicians

“  
**Follow what moves you, be original, do your best and keep climbing.**  
”

**What has helped you to "make it" in the music industry?**

*Focus, hard work and consistency, acknowledging general feelings in human beings, and a great taste in music.*



# RASMUS STABELL

PRODUCER & PARTNER  
:LABELMADE: RECORDS

What is your role in the music industry?

*I'm a music producer and I have worked with artist such as Medina, Brandon Beal, Ericka Jane, Xander, Outlandish, Citybois etc. I'm also partner in :labelmade: records & management who represent Medina, Nonsens, Ericka Jane, Xander & Outlandish.*

## Best advice to upcoming DIY musicians

“  
**Remember it's all about music -  
so make great epic music and  
then the rest will follow. You  
can't promote your way out of a  
half ass song. It will always fall  
through at some point.**

”

What's the best way to do successful radio promotion, if you can't afford a professional radio plugger?

*To be honest I have only used professional radio pluggers so I actually don't know :) But always believe in your product and be super critical about what you present to other ears.*

What has helped you to “make it” in the music industry?

*A set of good ears, street wisdom, patience and never giving up.*

## How do you use WARM?

*I use it everyday to get high :) I love that you can monitor the whole world – it's a special feeling when you can see your music being played in remote countries that you have never thought of as your audience. It's very inspiring.*



# LINE RINDTVIG

ARTIST MANAGER  
"ENDLESS LOVE SHOW"

What is your role in the music industry?

*I have 10 years of experience in the industry starting with coordinating live events for MTV EMAs, BRITs Week, Lovebox, Wilderness etc. I now work as a part of an Artist Management team based in London, operating in genre crossovers such as Electronic, R'n'B and very Experimental Dance music.*

What's the best way to do successful radio promotion, if you can't afford a professional radio plugger?

*Try and team up with a freelance PR person - make sure to work closely with them to help create good results during a release. Some of the radio DJs often play at events and parties, be smart and show up to them - fingers crossed you can meet them and in that way build a direct relationship with them.*

What has helped you to "make it" in the music industry?

*Ambitions, patience, thick skin and don't take no for an answer.*

**Best advice  
to upcoming DIY musicians**

“

**GET YOURSELF A MANAGER!  
It is important that you have  
someone who is willing to invest  
time and passion into your music  
when you start out.**

”

## How do you use WARM?

*Boy, oh boy - WARM is a game changer for us as artist management! As soon as we release a song, we upload it to the platform and can day-by-day see where our music has been played... worldwide. Who knew, we found that one of our acts has a large number of plays from Prague. That's obvs good info for our agent, who can then contact the local promoters and pitch a new show.*



# KAL JHUGROO

AGENT & MANAGER – UNDERGROUND ARTISTS  
LABEL OWNER – UNDERGROUND AUDIO / POLYMATH

**What is your role in the music industry?**

*I run a DJ Booking agency and management and a record label.*

**What's the best way to do successful radio promotion, if you can't afford a professional radio plugger?**

*I actually use a plugger myself. But before that I was sending stuff direct to some of the hosts on the radio, but I have to be honest it was much harder and only reached a small amount of radio stations.*

**What has helped you to "make it" in the music industry?**

*Hard work and dedication but I think having a good ear and scouting good talent early has really helped me. My success is off the back of success of my artists, if not for their talent I would not be where I am today.*

## Best advice to upcoming DIY musicians

“

***Work hard and get yourself heard, do what you need to do in order to get your music heard, but make sure you are networking hard!***

”

## How do you use WARM?

*I use it to make sure I am getting the correct PPL payments. I also use it to target certain areas showing high plays for radio guestmixes or shows around that city.*

# WHAT IS WARM?

WARM is a service that tracks and monitors radio stations around the world. Our users are independent artists, bands, managers, producers, labels, etc. We help you discover where and when your music is being played on the radio.

We deliver this data in real-time and at price that any bedroom artist can pay.

We believe that we are taking the first step towards a more democratic music industry by delivering inexpensive data to professionals from the independent music scene about how their music is performing on the radio.

**You can try WARM for free at [warmmusic.net](http://warmmusic.net)**

# WHY USE WARM?



Create transparency regarding radio airplays



Optimize social media and radio promotion



Improve the control of royalty collection



Enable geographically targeted tour booking.



Target fans and followers in countries and cities



Control your radio plugging

# WE MONITOR

**22503**

Radio stations

**6962**

Cities

**124**

Countries

# THANK YOU

*We hope you stop by [warmmusic.net](http://warmmusic.net) and sign up for your FREE trial*

**PHONE** *+45 60607634*

**OFFICE** *Njalsgade 19D  
2300 Copenhagen S*

**EMAIL** *support@warmmusic.net*

**WEBSITE** *warmmusic.net*