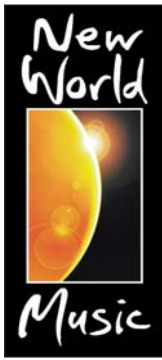


Label Focus - New World Music



Background

New World Music was founded in 1982 by Colin Wilcox (who had a background as a naturopath, osteopath and psychologist) specifically to introduce the new genre of mainly instrumental music coming from the US in the early eighties. Now

widely known as New Age it had not at that time had any significant exposure in the UK.

The company started trading as New World Cassettes, selling titles by mail order only, and expanded to retail and wholesale outlets in the early 90s. Since its inception, New World has helped pioneer the UK production and promotion of music for relaxation and inspiration, selling over 15 million units world wide in the last 25 years.

Today, from its headquarters in the small market town of Bungay, Suffolk - which includes a 10,000 sq ft warehouse as well as offices - the company exports and licenses its music to over 75 countries worldwide, and claims to be the best-selling relaxation, ambient and New Age recording label in the world.

The Music And The Audience

In recent years the popularity of relaxation, ambient and New Age music has significantly broadened. The growing



interest in alternative therapists has generated a much wider appreciation of these styles of music, particularly among women,

who comprise 75% of New World Music customers. This move into mainstream musical taste is reflected in increased sales and broader distribution through large retail chains.

Recognising a demand for music which can be used to help reduce stress, inspire and energise, the company is reaching an enthusiastic and growing customer base. Music serving these audiences has been in existence for some time now but with the upsurge in interest in alternative therapies, from aromatherapy to massage and meditation, New World is finding itself exceptionally well placed in this market.

Over the years nearly 20 of their releases have sold over 100,000 units and one - *Medicine Woman* by Medwyn Goodall - has sold over 500,000 since its release in 1996. Medwyn has since released a further two titles in the *Medicine Woman* series and



has become something of a totemic artist, with these albums more than any others bringing New World to a worldwide audience.

A Range of Styles

As the UK's best selling label in its genre, New World features a range of different,

New World Music - Best Sellers

Year To Date 2008

	Artist	Title
1	Tony Stockwell	Spirit Guide
2	Natural Sounds	Relax With Nature - Box
3	Perry Wood	Animal Healing
4	Phil Thornton	Tibetan Meditation
5	Patrick Kelly	Window On The Soul
6	David Sun	Tranquility
7	Paul Lawler	Sundance
8	Midori	Sleep
9	Stuart Jones	Massage - Therapy Room
10	Llewellyn	Reiki

All Time

	Artist	Title
1	Medwyn Goodall	Medicine Woman
2	Chapman, Miles, Rhodes	Music For Relaxation
3	Medwyn Goodall	Way of the Dolphin
4	David Sun	Tranquility
5	Stephen Rhodes	Music For Healing
6	Terry Oldfield	Spirit of the Rainforest
7	Midori	Sleep
8	Gregorian Chant	Ave Maria
9	Various Artists	Native American Dream
10	Patricia Spero	Classical Harp

but related styles, from natural sounds or chanting, to haunting instrumental tracks and ethnic music from all over the world. According to Diane Teager, Marketing Co-Ordinator, "people use this type of music in all sorts of ways - to relax after a hard day, to assist with meditation exercises, as

New World - Genres & Styles

- Relaxation
- Native American
- Inspirational/Uplifting
- Chant and Vocal
- Music with Natural Sounds
- World
- Mystical/Spiritual
- Meditation
- Seasonal
- Self Help

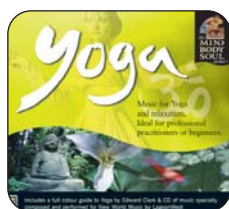
Label Focus - New World Music

background music for dinner parties or creative pursuits, to mask out external noise, or to wake them up and fill them with energy on their drive to work."

Imprints and Labels

Different imprints are assigned to titles with different purposes and themes. The popular **Mind, Body and Soul** range, for instance, is extensively used by therapists and beauticians as background music whilst giving their clients treatments and each title is designed to accompany different therapies or practices (such as Reiki, Yoga and Reflexology). The **Therapy Room**

series provides instrumental music for use in a wide range of holistic/natural healing therapies and salon/spa treatment, while titles in the **Meditation Room** range are intended to provide a relaxed atmosphere via spoken narratives, the theme of which generally contains positive suggestions and imagery.

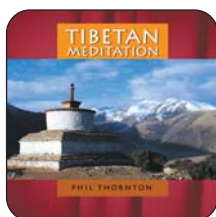


Best Sellers

New World's roster includes some of the biggest names in the broad church of what has come to be known as 'New Age' music.

Medwyn Goodall has sold in excess of 3 million CDs since his first release, *Emergence*, in 1989. Inspired by nature, he works from his studio in rural Cornwall and plays over a dozen instruments, often blending ethnic and contemporary sounds on his releases. His album *Medicine Woman* was voted by New World customers as their Number One album of all time.

Phil Thornton is an acclaimed multi-instrumentalist and producer who has released over 20 solo albums, selling more than 1.2m albums worldwide. He has performed live with artists such as Sinead O'Connor and Gordon Giltrap and his *Tibetan Meditation* is one of New World's best selling titles this year.



Stephen Rhodes is regarded by many as the master of true relaxation music and his classic album *Music For Healing* regularly features in the Amazon charts in the USA.

Patrick Kelly is regarded as one of the most exciting and original New Age artists recording today. His first love is producing heartfelt instrumental music for relaxation, meditation and healing.

Reaching customers

With a database of over 250,000 names, New World mails regular catalogues to customers in the UK and around the world.

As well as selling direct, their albums are also sold in around 500 retail outlets in the UK, and thousands more globally, from New Age specialists and gift shops to major chain stores such as Barnes and Noble, Borders and HMV.

They have also had notable success in driving sales through non-traditional outlets such as Spas, Health Clubs, Hotels and Treatment Centres. As well as its offices in the UK, the company has subsidiaries in the US and Netherlands and has particularly receptive audiences in Australia, Ireland, South Africa and Russia. Over the last three years the Middle East has also become an increasingly important market.

The company has had a web presence since 1989 - www.newworldmusic.com - and its site currently features more than



250 CDs and 250 sound samples giving a taste of both physical and digital product. If people are unable to find

a particular release, the company also operates an 'archive' service where they attempt to unearth copies of rare and deleted titles.

New World digitised its entire catalogue in 1999, and was one of the first companies to feature on iTunes when it launched in the USA. Their catalogue is also available through other digital services such as Napster and eMusic. In 2006 they launched their own dedicated download site and digital is now an important part of their income, accounting for 17% of turnover in 2007.



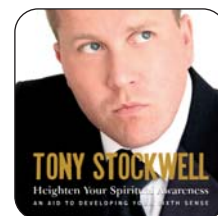
Other ventures

Licensing and sync rights are an increasingly important revenue stream for New World, who have entered into licensing ventures with companies such as Universal and have been successful in getting New World's catalogue on numerous UK and US film and TV projects, including *Six Feet Under* and *CSI Miami*. Future activities in this area such as joint ventures with Opus One in the US and trips abroad this year with the aim of brokering more sync deals should help raise the profile of the company further.

The company is also looking to branch out in a number of other ways:

- adding to its catalogue of DVDs, either by in-house or licensed-in productions
- increasing the range of its guided meditation and self-help CDs
- broadening the range of music products sold via mail order and internet operations (such as those featured in the Harmony catalogue)
- merging/acquiring other small labels

The rest of the year will be busy, with two new releases this autumn from renowned psychic medium Tony Stockwell and the first titles from new signings Caitlin and Louisa. A new CD in the *Medicine*



Woman series is planned for 2009 and should signify another full, active year for the company.



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