

# Label Focus - Snapper Music



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Snapper Music was formed in 1996 and since 2004 has been owned by Morrison Music Ltd. The company specialises in mid-price and budget album releases and is established as one of the leading operators in this sector of the market. DVD and full price albums from established artists are increasingly important and recent examples include Fish, Porcupine Tree, Aaliyah and Cradle of Filth.

Snapper's repertoire is drawn from a mixture of:

- Owned catalogue - comprising new recordings and catalogues which have been bought
- Licensed material, such as recent CD reissues from Fish, DVD releases of the *Martin Scorsese Presents the Blues* series of films and music on the Artistry label representing the Charly Records imprint in Europe
- Public domain recordings forming part of the Complete Blues and Complete Rock 'n' Roll ranges

## Top 10 Snapper Titles - Year to Date - World Sales

1	Blackfield 2	Blackfield	Snapper Music
2	Arriving Somewhere (DVD)	Porcupine Tree	Snapper Music
3	FOAD	Darkthrone	Peaceville
4	Live Consternation	Katatonia	Peaceville
5	Eleven Burial Masses	Cradle Of Filth	Peaceville
6	That's Alright	Elvis Presley	Complete Rock 'n' Roll
7	Best of the Best	WASP	Snapper Music
8	Still Life	Opeth	Peaceville
9	Last Flight	Jefferson Airplane	Charly
10	When Will I Be Loved	Everly Brothers	Complete Rock 'n' Roll



series of releases. The genre's sales are on a par with the company's **Contemporary/AOR** Rock sales to which Porcupine Tree are a key contributor.

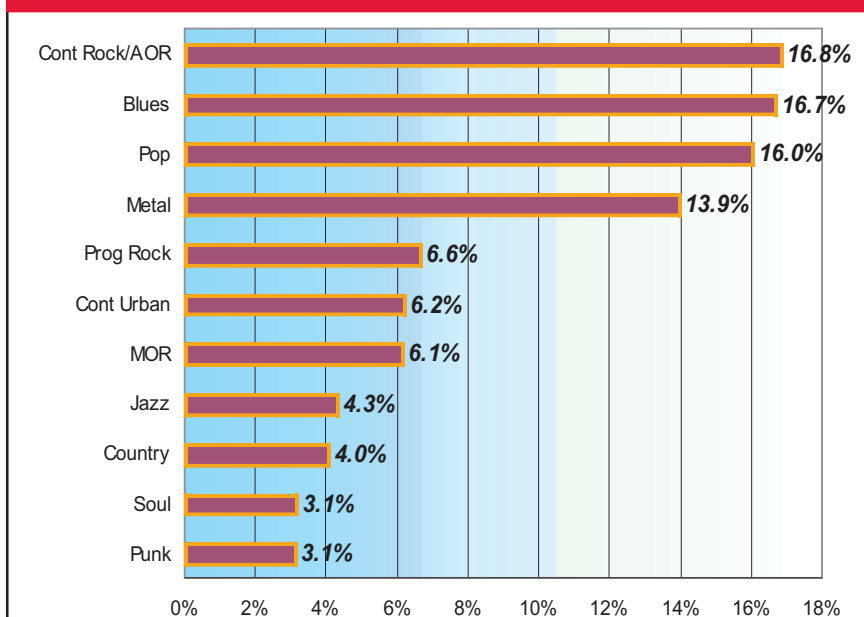
The share accrued by **Pop** titles includes a lot of Rock'n'Roll titles, the impact of which is clear from the chart above. **Progressive Rock** also takes a disproportionately high share of sales due to strong selling catalogue titles from Fish, Gong, Ozric Tentacles and others.

**Urban's** share of 6.2% is drawn from a much smaller range of titles, but includes well known names such as Aaliyah, Timbaland and Boyz II Men.

## Sales by Genre

The graph below illustrates the breadth of Snapper's catalogue, with **Blues** titles accounting for 16.7% of total album sales so far this year - way ahead of the market average - driven by the successful Complete Blues

## Snapper - Sales by Genre (Jan-Sept 2007)



## Peaceville

Most of Snapper's sales in the metal genre are from releases on the subsidiary Peaceville Records, a successful specialist label formed in 1987 in West Yorkshire. Sales of **Metal** are much more significant for the group in international markets as opposed to the UK. The current roster includes notable acts within the genre including Darkthrone, My



Dying Bride, Katatonia and the rising all-girl Japanese death metal trio Gallhammer. The importance of the label to the company is demonstrated by the presence of four Peaceville acts in Snapper's 2007 world sales chart.

[www.snappermusic.com](http://www.snappermusic.com)

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