

Counter Intelligence Recordings Music 2.0 Manifesto

This is our Music 2.0 manifesto.

It describes our outlook regarding the changing music industry and our core values. We have changed our way of doing business in 2008 according to these principles.

Cause & Effect – Why and how Counter Intelligence will change

With a music industry in upheaval by technological innovations and revolutions we thought it was necessary to review our ways of running the label. We feel that the most important part of the Counter Intelligence label is putting out vinyl of quality drum & bass.

The only way we can ensure our continued releases is by radically changing our ways of doing business, cavaliered already by industry visionaries like Nine Inch Nails and Radiohead.

By ***directly connecting*** our fans with the quality music of Counter Intelligence without any intermediary parties, we will overcome a ridiculously old fashioned obstacle in the music industry. The crippling power of money, in the form of operational cash flow for labels, kept low and inconsistent by middlemen parties earning money by archaic and unsupportive methods and only paying months after sales have taken place. This is not helping small niche music labels at all! We instead opt to put that power in the hands of our customers worldwide. From 2008 onward, we will release our full artwork vinyl and CD products by ourselves and sell them directly to you. That is, if you are interested in what we propose...

From proceedings of past releases we will put our money where our mouth is, by investing upfront in the mastering, test pressings and artwork. Before we show you anything, let alone ask for your money, we will have put in our share of time and cash and have a ready-to-roll-out release waiting to be pressed up to demand.

Next we need YOU, people who enjoy our releases and believe in the work we want to put out.

You choose, you vouch.

We then run an order to our factory and have the finished product ready within two weeks for shipping. While you wait you get a free digital copy of the music including some exclusive digital only content.

You get what you paid for, instantly!

And better yet, so do the artists and label, ensuring our continued and consistent output of excellent quality drum & bass.

We believe in this new way of doing business.

On the other hand, we also understand you might be having doubts.

There is an issue of trust, of faith, in these anonymous internet times.

We concur, that's why we have enlisted the services and help of a third party.

They will be handling all international payments and will only debit your paypal/creditcard **AFTER** we have enough people interested in our project.

In the unlikely event the project doesn't reach the minimum amount of vinyl lovers, there is nothing to worry about. Your pledge will be voided and you won't be charged at all.

OUR MISSION (Why we exist)

Counter Intelligence is all about bringing musical diversity into drum & bass music.

Counter Intelligence aims to push exciting new talent and let established producers do something fresh and different on the label. Counter Intelligence broadly promotes quality breakbeat inspired drum & bass music.

OUR VISION (What we aim to be)

We want to grow and learn in the changing music industry.

We believe the old ways of doing business are pre-historic in this new era of (almost) free distribution.

However, we don't necessarily believe in a digital-only way of business, even though we will also be serving the digital generation by putting out our music through digital distribution.

We are music lovers; we like vinyl and want to have our music released in an attractive package.

Therefore we intend to release our music on vinyl and CD formats with beautiful and expressive artwork for those who are true music aficionados like us.

We will do our own pressing up, no P&D (press and distribution) deals, to retain total creative freedom.

We will do our own distribution, because in the declining physical-carrier distribution industry we no longer see any benefit of using middlemen in reaching our customers.

The internet has made it possible for us to have direct contact with our customers and make affordable, direct delivery of vinyl and CD's to people worldwide.

This way it is possible for a smaller, leftfield, vinyl loving label to step up and move forward into the future of music!

CORE VALUES AND BELIEFS (Our ethical compass)

- The Counter Intelligence label profile will be built upon steady but surely. We aim for quality over quantity, even with low to none distribution costs in the internet age. We intend to stick around and be remembered far past our time by putting out timeless music.
- Counter Intelligence wants to build rapport with its fan base through its interactive website, to better serve them. A community built around quality music appreciation.
- Counter Intelligence aims to push exciting new talent and is not afraid to take risks in that area.
- Counter Intelligence wants to be a leader in the digital era. Not by being the first with the latest fad or by jumping on a train with selling MP3s, but by using new technology to enable the delivery of quality music to our audience worldwide in a novel and user friendly manner: affordable, direct delivery of vinyl, CD and other formats worldwide.
- Counter Intelligence is forging ties with other parties that fit our vision; to give the music put forward more reach. Shared projects and vinyl releases are possibilities open for discussion.
- Counter Intelligence intends to not confine itself to musical genres and boxes but letting the music speak for itself.