

# RAP/R&B

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## **5. Rap/R&B**

### **5.1 THE FRENCH CONTEXT**

As most of the musical genres since the record industry started and as most of the cultural movements (and after the development of the entertainment industry), hip-hop was born on the street before the majors took over it.

All over France, the urban youth, artists or audience, has been relating to hip hop music. This music expresses an individual and collective identity that has been denied by their society. Indeed, for a long time, rap was considered as the voice of a violent and furious youth.

Today, French rap has truly settled in the country's musical and social context, thanks to the media coverage of rappers like NTM, IAM, MC Solaar, Alliance Ethnik to name a few but also by touching a very large audience. It has been really specific and creative. The first bands brought French rap in the media system and gave it a legitimacy while paving the way for a new generation of rappers who has not have to prove the importance of rap music. They create by incorporating new styles and new sounds. They are groups, *posses*, who are establishing the new scene and who are adapting to new financial means and new techniques. French rap has evolved and has diversified its esthetic as well as its content.

Beyond its creative and artistic aspect, rap music has revealed a financial potential and has catch the industry professional's attention. Rap quickly entered the *show-business*. French stars such as MC Solaar or IAM participated in TV shows, just like any other celebrities. The main record companies decided to sign on rap artists, and turned them into real stars. Organizers of big concerts did not hesitate to book rap artists for major gigs. After years of *underground* confidentiality, rap music broke into the French market: huge sales, more and more groups, real hip hop magazines replacing fanzines, and the ultimate recognition from the industry: the creation of a rap category at the "Victoire de la Musique" awards. The media coverage adjusted to the new vibe alternating "techno phenomenon" reviews with articles about the "rap-attitude", "gangsta rap " or " rap business ".

In France, as well as in the United States, rap music has become a rich market. Today, 70 % of the French rap music market is controlled by the majors, and it is now second in the world rap music market. In 2001, hip-hop represented 5 % of the total sales of albums in France and 31 % of the radio broadcastings. Many groups sell thousands of albums, even if little exceed the 50 000 record sale. Rap

has become part of the French music culture. The success of some rap artists goes beyond the classical rap audience. It targets the majority of the society.

It is nevertheless necessary to remind that methods of classification by professionals in France have widened the notion of hip-hop. Hip-hop embraces different styles such as the underground, the *more commercial rap*, that many people accuse of sounding too much like pop music, and the R&B.

Until 2000, R&B was not doing very well in France, it then got really popular and it is now the favorite music genre for the 15-24 year old youth. R&B has become an absolute must for media and music businesses. Although R&B and rap are two connected genres (same inspirations, sometimes same artists and tracks mixing both R&B and hip-hop,), the public grew tired of French rap (conventional, more aggressive and less creative than before) and turned to softer music dealing with light topics that was more accessible for the public than the rap. So, in 2001, sales took off and this music style got to the top of the radio play lists and the charts increasing statistics determining the rank of French hip hop in the industry.

The French market is very specific. In France, geographic cleavages defined the rap scene. The competition between Parisian groups like Double H from Paris, Secteur Å from Sarcelles and NTM from Seine-Saint-Denis and groups from Marseille like IAM was pretty strong. There was a latent aggressiveness between posses that was communicated through the media.

So until nowadays the geographic ascendancy is not to be neglected. These "families", often representing a territory, will help to launch other artists from the same area. Thanks to this kind of strategy, rappers participate in a lot of compilation records. Since networking according to your affinities is the key in rap music, every artist is going to show his preferences (either artistic or ideological) by the collaborations he is choosing. Every album features the special relationships a rapper has with other artists and also prepares, for the most active ones, a potential future support system. Artistic collaborations between the old and new generations help young rappers to get their foot in the door. Indeed, for a long time and until three or four years ago, the compilation market was expanding. These records would help the public to follow the hip hop culture evolution.

If we look at the best rap albums' sales between 1997 and 1999 in France, we notice that the majority of the most significant sales (from 10 000 to 100 000 albums) are produced by artists belonging to one of the three French rap "families": the first family's members are, among others, NTM with IV My People (Kool Shen's record label, member of the group NTM), BOSS (Joey Starr's label, NTM 's second member), Busta Flex, etc.; the second family includes Secteur Å with Passi, Stomy Bugsy, Doc Gynéco, Ärsenik, etc.; the third one has IAM and its label in it, Côté Obscur, with the Fonky Family, the 3ème Œil , solo albums of IAM's members (Akhenaton, Shurik' n, Kheops) and the soundtrack of the movie Taxi.

The sales would then be much lower if a group comes from smaller towns like Strasbourg (like the band Nap) or from Le Havre (like the band Ness & Cie).

We can also mention the importance of Paris as far as rap production goes. The production structures, the majors and most entities of the record industry are located in Paris. There is not much business left outside Paris and the artists have a hard time to make it through their own region. Indeed the capital monopolizes all the attention of the majors, main targets of the hip-hop artists, which cannot respond to the whole territory's offer of rap productions.

However, hip-hop music has been facing a decline for the past two years: decreasing record sales, overproduction, market saturation. The most frequent explanation are the free downloading on the Internet, the quality regression, the competition of R&B and reality shows such as The Star Academy, A La Recherche de la Nouvelle Star which has revived pop music.

The French rap market is structured around two axes: the development of French rap music and the strong presence of American rap music. The influence of the United States on this artistic and cultural expression remains very strong and the promotion of American artists through the radio, the press and the television is constant. This tendency benefits to the English artists who have it easier to penetrate French and foreign markets (by eg Roots Manuva or Dizee Raska who have a pretty decent audience in France). In this bipolar context, there is not much room for European rap productions.

Hip-hop is a mode of expression which focuses on identity matters specific to each community, using the language of the country, often ignored by its European neighbours countries. Even if the message is very similar, hip-hop refers to a national context in its lyrics. Although French rap is recognized beyond its frontiers and is exported in Europe, European rap does not sell in France. Our country is not ready to receive a foreign production in a saturated market where the national offer is growing everyday.

In the French record stores, except from the English artists (whose style is also more abstract mixing hip-hop and electro), the number of hip-hop artists coming from other European countries is almost non-existent. A German compilation is currently available: *French Connection (Kopfnicker Records)* is distributed by Pias and features famous French artists and German rappers such as AfroB. This compilation follows the same logic of collaborations and encounters with established French rappers. The album *Everyday Soundtrack* by Finnish rapper Redrama with Virgin (EMI), selected to do the opening show of Gangstarr's European tour, Redrama enjoyed an impressive promotion campaign. The whole album is in English.

They are also German artists' albums like the very original one "Creature Funk" from Puppetmastaz in 2003 (label New Noise) distributed by Labels (EMI) but this kind of initiative is rare, records do not

get a lot of visibility and quickly disappear from the stocks. The idea of developing (through a license or even a distribution) a record coming from another country in the French market seems today a bit precipitate. At the moment producing a European artist would be a real challenge because it is very difficult and really risky for record labels, especially in a period of crisis: the artistic influences and the catalogs are still unknown, people can not understand most of the lyrics and the foreign productions suffer from a stereotype that they are rather bad in term of quality and contents.

The introduction in the French market of the European styles can only happen thanks to an artistic encounter with French artists. As the young talents with the older generation, the system of supporting other rappers (through collaborations, compilations, featuring or opening concerts) seems to be a solution which could work for the import.

French labels are indeed interested in possible exchanges and are open to discover other styles and expressions of this culture. The main problem is, according to them, the lack of information. German rap's quality seems interesting and promising, Spanish rap is developing. However, the European rappers find no relay in France that could promote their productions towards the press, radio, TV and festivals.

This music genre suffers from the absence of networks that other music styles have created to rely on. There are many international festivals of hip-hop in each country but none of them are recognized as official professional conferences. They are only few international hip-hop festivals which offer a structure for different genres to meet and for professionals to discover the current European production.

Some institutions try to create a European synergy such as the French-German festival which took place in 2001 in Strasbourg or as the Hip-Hop Congress, international hip-hop collective, started in the United-States, and including artists, commercial and non profit organizations, as well as hip-hop culture fans. This collective aims at developing coordination and at structuring the actors of the hip-hop culture to enable them to emancipate from the conditions of creation and distribution of the hip-hop culture. The website [www.hiphopcongress-europe.com](http://www.hiphopcongress-europe.com) currently in construction should soon give information about the Hip-Hop Congress Europe and World programs, presentations of the congress' artists (rap, graffiti, dj), professional information, international contacts directory, as well as thematic dossier and conferences, meetings and events' program, organized by HHC Europe, in order to develop the meetings and the artistic exchanges within the hip-hop culture

## **5.2 THE RECORDS**

### **5.2.1 Majors companies**

In 1998, the commercial potential of rap music appeared: Doc Gynéco got a double platinum disc (850000 sales at the time, today more than a million) with “Première Consultation” and the group from Marseilles IAM reached 650 000 sales (today more than a million) with its album “L’école du micro d’argent”. The majors then rushed to create sub-labels specializing in rap music (as Delabel for EMI, pioneer record label for rap music with IAM, Tonton David, Assassin, Alliance Ethnik) and to buy out specialized record labels. They kept signing French artists. The most active labels were: Delabel (EMI), Hostile (Virgin), Small (Sony) and Barclay (Universal).

Majors have the advantage to cover the whole world and have significant means of promotion. Since they control the distribution network, the majors’ management is less unpredictable and makes sure the records get the right display in retail stores. Soon the majors had taken over 70 % of the hip-hop production in France. One of the only European groups signed in France were Belgian rappers Starflam, signed in 2001 under an artist's contract with EMI.

The current crisis which affects the music industry has serious repercussions on the creativity. The record companies are not signing artists any more and do not hesitate to give the artists' their contract back. Hip-hop is going through the same phenomenon. It is the music genre which suffers most from the free downloading on the Internet by young people with often limited financial means.

Beside signing with a major often means making many artistic concessions to match the commercial style imposed by the big record companies. The latter turned rap music into a marketable music as any other. They thus preferred to develop a rap far from the militant or explicit lyrics. The aggressive and rebellious aspect was removed to accentuate a more standardized and softer rap. Rappers created without innovating, the quality declined and part of its audience got tired and disappointed.

Sales dropped and the best figures did not reach the numbers of the previous years.

In this context, majors do not want to take such risks as working with artists with limited potential or with artist too difficult to develop like a European rapper rapping in his mother tongue.

The record labels are then looking for new strategies to attract consumers: new record medium such as the DVD/cd + bonus tracks in a context where the music DVD market is quickly expanding; new distribution methods on the Internet, new mp3 *streaming*, etc.

### 5.2.2 The independent record labels

The number of independent labels specializing in rap music is increasing every day. There is a real network of creation, production and distribution with a public of connoisseurs. In France, self-production evolved so quickly that some independent labels want to become professional structures as

effective as the majors. Today, the self production is really competitive and offers an alternative to the conventional rap distributed by the majors. The independent record labels remain the grassroots actors that bring new artists and new creativity to rap music while the majors, in general, wait and see if the rappers have a good potential before working with them.

Some famous artists started their own record labels. Through this structure they produce their own records but also the albums of their posse's young members. Here are some of the record labels: IV My People for Kool Shen (NTM), B.O.S.S. for Joey Starr (NTM), Côté Obscur for IAM, Issap for Passi or the Secteur Ä. These labels are then licensed or distributed by the major companies.

There are also big independent record labels specialized in hip-hop music working in a long term perspective and taking real artistic risks. These labels try to really develop their artists and their professionalism is well-known in the industry. They are 45 Scientific, Double H Productions, Alariana, Cercle Rouge Productions, Flavor Records, Nouvelle Donne, La Lyonnaise des Flows (based in Lyon)

Most of the main general independent labels in France have one or more hip-hop artists in their catalog. Naïve, Night and Day, Pias France, Nocturne, V2 Music France, Wagram Music are some of them.

The emergence of these labels as well as of a multitude of microlabels (that never last very long) in the rap business make it easier for the rappers to keep some independence, to express and promote the variety and the dynamism of rap music. These small labels support a more authentic and militant rap and innovative projects.

In general, these labels work with foreign artists who are American or at least English-speaking. But many people admit being interested in collaborations between their artists and those from other European countries but producing a European artist in France still seems impossible today because it is too difficult in the current context.

However, rap music in France tries to renew its quality and its contents. Since foreign markets are not well-known yet, sending regular and direct information (e-mailing, newsletters, press reviews at least in English) and demos to the labels' A&R is strongly recommended so that they can have an idea of the foreign production.

### 5.2.3 The specialized distributors and stores

Regarding the distribution, the main problem for the independent labels is their real access condition to the market. Due to the concentration context of the French distribution, it is hard to release creative and innovative productions. Distributing the independent productions is, for the majors, a common way to take advantage of the independent record labels' success without investing too much and help them to control the competition while estimating the profitability and the efficiency of the independent record labels.

The latter have no choice but to be distributed by major companies if they want to penetrate the market. They can be also distributed by independent structures, but then the access to the market is more restricted. The small structures' options are limited and bound to this context. To reach a massive audience, it is recommended to go through the big distribution networks like the FNAC stores (1st record dealer in France, about sixty shops in France and owns a quarter of the market), Virgin Megastores and supermarkets.

Rap music is affected by the commercial strategies of the distribution networks which are only going to promote some bands recognized as "good" artists (very often the same ones: IAM, MC Solaar, NTM) by the media (television and radio), the professionals (with the creation, for example, of the rap category at the famous French awards called Victoire de la Musique) but which do not represent the excitement and the variety of the current rap scene.

Some big independent distributors strongly established in the French market have however a hip-hop specificity.

Pias France distributes Big Dada Records in France, Ninja Tune's rap sub-label, an important English label. Chronowax, or American labels such as Def Jux and Stone Throw; although more focused on electronic music, continues to distribute a hip-hop of quality. 2Good, Naïve, Discograph and Nocturne are structures which can also offer interesting networks.

We can also mention FNAC's new policy to help the independents by the creation of a store section called "The self-released albums" which gives great exposure to the artists' new generation and to the microlabels which cannot go through the major companies' traditional circuit.

There are some stores specialized in hip-hop music. The independent record dealers represent 2.7 % of the French distribution market. The part of the hip hop record stores within this market is of course very limited. Furthermore, most of them are located in the same neighborhood and often only in big cities.

Internet offers new ways of distribution for the productions (French and European) which would otherwise not find any distributor. The web helps this rich production to reach, directly and at a lower

cost, the consumers (even the most distant ones living in the country) who can not go to specialized record dealers. Web sites like the one from FNAC as well as the *online* distributors' pages are doing pretty well but the catalogs are mainly made of French or American rappers.

The point would be to collaborate with popular French web sites featuring hip-hop to awaken the consumer's curiosity about European productions. Once again, the e-mailing, the newsletters with mp3's inserts and sending articles to *online* magazines or fanzines' writers seem a good strategy to promote oneself and have the information circulate.

### **5.3 THE LIVE SCENE**

Contrary to the other musical styles, the rap groups' performing activity is very limited in France. There is a real problem to have rap performances in venues in France. According to all the hip hop culture representatives, the hip-hop scene is under-represented.

#### **5.3.1 Concerts: a risky investment**

For booking agents, it is really risky to organize a rap concert on the artistic, financial and logistic level.

From an artistic point of view, there is a very big difference between the professional sound of recordings, even for the basic productions, and the stage performance, often confused and unprofessional.

The rap music audience, mainly made of young people with limited financial means, can not afford to be great consumers. The price of concert tickets which goes from 20 to 70 euros is too expensive for many of them. The organization of a concert can turn out risky for a concert organizer in terms of profitability: half full venue, weak side-event consumptions (like drinks, etc ...) which usually bring most of the income to the organizers but the main risk is the fights that take place in hip hop concerts.

Indeed, rap music may have become more mainstream, it is not welcome in concert halls. The rap audience frightens the organizers and requires important security measures to avoid problems. The fear of fights and the frequent concerts' cancellations in the middle of the show convinced the Parisian venues to avoid any hip-hop programming. Although the rap reaches now a wide audience through the commercial distribution of CD or the non-specialized and specialized radio broadcastings, this new public hardly goes to concert because of the bad image which characterizes these shows.

In spite of this general situation, hip-hop events still occur. The peculiarity of hip-hop music is the number of promoters trying to organize concerts. They can be amateurs who organize a few concerts

(in universities, small bands outside Paris who organize meetings with more famous rappers, etc.) or important booking agents who produce hip-hop concerts and set up real tours.

There are many organizers specialized in hip-hop shows who produce artists while working on other projects at the same time (like management, promotion, etc.). Some big French booking agents also take risk to produce hip-hop concerts or they even organize real tours. We can mention Garance Productions (specialized in the production of big international artists), Olympic Tour, A Gauche de la Lune ...

For the past two years big rap events have been organized. *Urban Peace* in September, 2002 in the venue called Bercy (big marketing operation highly sponsored, including the famous rappers of the moment followed by the release of the album and the DVD), Garance productions' evening show which took place on June 27, 2004 where some of the most famous American rappers performed or the 45 Scientific's evening at the the Elysee Montmartre venue on March 16, 2004 with a concert where several artists of the label met.

Hip-hop also get promoted through parties in clubs almost everywhere in France.

Even if the entertainment industry is not inclined to organize rap events yet and if commercial benefit remains limited, the situation is gradually evolving. The French market's penetration can be reached through performing in French venues. But just like the records, artistic encounters are the best way to get your foot in the door: being the guest artist or the opening band for a famous French artist's tour will promote your music to an audience looking for new artists.

Meetings between artists and/or rap music professionals could also be organized when French rappers tour abroad.

### 5.3.2 The festivals

It has been few years now that many hip-hop festivals are organized throughout France to provide to the rap music's audience a space where artists and fans can meet. All these festivals vary in term of budget, capacity and even program. From a festival as *Logique Hip-Hop* which features artists from the Marseilles region and gives training workshops to a festival of bigger scale as *the Energ' hip hop festival* where about 350 local, national and international artists bring every year the multiple facets of the urban or hip hop culture. They are disparities between the festivals but they help the passionate fans to have access to the scenic aspect of an expressive artistic movement offering great performances.

Furthermore, all the big festivals such as Le Printemps de Bourges, the Francofolies de La Rochelle, Transmusicales in Rennes or Banlieues Bleues in Seine-Saint-Denis have opened their program to hip-hop music. These general festivals have an eclectic and international program. Great meeting places for the industry, they often introduce new talents to the music professionals.

Since 1998, the Francofolies de La Rochelle set up the *Chantier des Francos*, working sessions to improve stage performances' skills of the up and coming artists in the field of the popular music including hip-hop. Two Algerian bands have already participated in these workshops in the past.

Events taking place near the borders, even if not really covered by the media, are also good opportunities to acquire a certain fame within the hip-hop culture. *Summer Sessions* organized by Rising Suns at the Laiterie in Strasbourg and at the Kasernenhof in the city of Kehl give local and international artists of both countries the chance to meet and exchange around the hip-hop culture (rap, breakdance, graffiti, video).

It would be interesting to value and encourage this kind of initiatives in order to institutionalize official meeting places for the hip hop professionals.

### 5.3.3 Clubs

There are not any strictly hip-hop venues in France but rather concert halls that organize hip-hop parties. In Paris for example, we can list the Nouveau Casino (300 places), Trabendo (700 places), Elysée-Montmartre (1200 places), the Zénith or Bercy for the very big shows (4000 - 6000 places and 3000 - 17 000 places), the Laiterie in Strasbourg, the Aéronef in Lille, etc.

## 5.4 THE MEDIA

In a highly condensed market with a fast turnover going through a deep crisis, it is essential to plan important promotional investments to launch an artist on the market. Real legitimization authorities, the media are the key allies for the release of a new album/artist. The role of the radio is decisive for the success of a new release.

### 5.4.1 Specialized media

- Fanzines

The fanzine is the real hip-hop media. There is a rather big number of fanzines which often come out and disappear pretty soon. Thanks to a parallel distributive network which reaches the whole French territory, their distribution is growing and touches different public inside the hip hop culture.

These fanzines are becoming really popular. They are an interesting media to advertise towards a targeted public. Some record labels even launch their own fanzines. We can also mention the operation organized in 2002 by the distributor FNAC and the web site Hip-hop.fr, the leader of the hip-hop web sites, which consists in publishing a paper version of the web page's news. The fanzine called "[www.lehiphop\\_lemag.fr](http://www.lehiphop_lemag.fr)" had 3000 copies printed and was distributed for free in the FNAC stores where the biggest rap sales had been recorded (at the FNAC The Halle or the FNAC Champs Elysees in Paris). Today, the FNAC publishes a free magazine called "Rap and Soul" whose second issue has already had 30 000 copies printed.

- Press

Except from the fanzines, there are many specialized magazines. The specialized newspapers and magazine are visual and written supports focusing only on rap music. In France, there are many specialized magazines among which *Groove (monthly magazine)*, *Radikal (monthly magazine)*, *Da Niouz*, *Rap*, *RER*, *Ragga*, *The Source Magazine* (French version of the American magazine), *Real*, *Track List* and *Soul R&B* having each a circulation number between 40 000 and 80 000 copies.

These magazines are, according to the readers, real trendsetters of the "wicked sound" but some actors of the hip hop culture blame this press for its lack of critical point of view and of originality as well as for a disproportionate allegiance to rap music promoted by the major companies, often putting aside the *underground* scene and the non commercial artists.

- Radio stations

Arrived in France through the private radios such as Radio 7, Carbon 14 or Nova, the development of rap music is bound to the creation of private radio stations according to the 1984 laws (which authorized the advertisement on the FM frequencies) and the 1986 laws (which authorized forty five private radios to broadcast). Each radio had to determine its own style and musical trend. Before 1994, no radio was basing its program on French music productions but the law about the quotas (that obliges the radio station to broadcast 40 % of French songs) forced the radios to change their programs. That is when Skyrock decided to specialize in French rap.

Today accused of monopolistic position, Skyrock has an indisputable influence on the records' sales. The only one of this kind, the radio station became the unavoidable partner of the record companies for most of their hip-hop releases in France (in 2001, 24 % of its auditors bought more than 10 million of albums). Artists and record companies have to adapt themselves to the Skyrock standard to have a chance to be broadcasted. The consequences are, according to some people, a quality decline, conventional rap productions meaning less aggressive and thus more commercial.

Other reference: Ado FM. Broadcasting only in Paris and its suburbs, Ado FM is one of the first radio association of Paris. Focusing on rap and R&B from its beginning, Ado FM specialized in R&B music

when Skyrock became the first rap radio in France. Ado FM became a reference for the auditors between 15-24 years by creating a close relationship with its young audience. However, like Skyrock did, Ado changed its program from an independent rap broadcasting to a more commercial format that many people, artists and auditors, have criticized.

Some independent radios have specialized in more original play lists that satisfies a limited audience. They are among others Generations FM in Paris and Radio Nova on a national scale.

There are also many regional radio stations that program hip hop music.

Specialized radio shows:

Generations: every night at 12 pm

Skyrock: Planète rap (Monday-Friday: 8-9 pm)

- Television: an under-exploited media

If the hip-hop culture started and was popularized in France thanks to the television in the 80s, TV shows and programs featuring rap music became very rare. Since the disappearance of "*Rapline*" on M6 who helped in the development of the French scene, the television mainly follows the big FM networks' commercial tendencies.

The main music TV channels in France are: M6 for the Hertzian channels, M6 Music, MCM, MTV Europe, Fun TV, Trace TV (specialized in the urban music but getting closer to more commercial TV channels), Zic (channel specialized in rap music and appreciated by the independents) on the cable. Being broadcasted on these channels remain indispensable to approach the young generation.

hip-hop TV Shows:

MCM - on Saturdays at 5. 45 pm: **Ultra Hip Hop**

MTV Europe - on Sundays, 12 pm: **Yo!**

ARTE: on Fridays, 7 pm: **Tracks**. music show regularly featuring hip-hop

#### 5.4.2 Web sites

The development of the Internet and its access' democratization gave to the alternative network a new visibility. Thanks to this new media, the artists can directly communicate their creations to the public. New hip-hop web sites, already numerous, keep coming. They introduce the new releases, offer on-line song playing, inform about the concerts dates, review new artists.

The Internet gave rap music new informative and commercial possibilities. Indeed, the associative structures, the small labels or even self-produced rappers only have restricted financial means and almost non-existent budgets of communication and marketing. Today, Internet became an

indispensable tool of communication for the hip-hop professionals. Artists web sites, song downloading and online video clips, newsletters and new releases, the potentialities of this support are enormous for such a lively music genre such as hip-hop. Internet helps the information circulating even faster from the source to the base and keeping a direct contact with the public.

#### 5.4.2 Hip-hop promotion

##### → *Street marketing*

The television exposure being quite limited for this music genre, it is necessary to use strong promotion strategies. Marketing plans are expensive and represent positions that are growing within record labels and major companies. Nevertheless, the impact of the marketing campaigns on the artists' image (notably for the media coverage) and on the main broadcasters (trend setting radios as well as TV) is decisive. The good use of the marketing tools determines the success of an album or a compilation release. The global presence strategy is to be privileged: omnipresence of the media in the street, thanks to the *street marketing*.

Today, the record labels subcontract the whole *street marketing* work which goes naturally into their marketing plan. In France, a half-dozen of companies are specializing in this direct and interactive promotion strategy, asserting their presence in many fields of the music industry: production, promotion, party organization, tours and merchandising. We can list Urban Act, Diversion, Easy Street Marketing, Good 4 U, Groove & Graffiti, Zbench, 360, Wicked, Obiwan. This strategy turns out to be very interesting in term of cost (classic printing of flyers and posters and/or new media: stickers, promotional tapes or CD, video tapes, lighters, T-shirts, etc.). A hand distribution of 120 000 flyers will cost around 4500 €, the price of an ad page in a magazine.

*Street marketing* is based on a short-term action for the rap market is quickly changing. In general, most of the sales will be made within 4 to 8 weeks after the album's release.

##### → *Mixtapes*

Since hip-hop music is constantly evolving, DJs and labels often use mix-tapes as promotional tool. Kind of an immediate media, mixtapes test the hip-hop audience's reaction to new rap productions. The public is getting information about the latest productions and they are generally compilations with *featurings* from different artists. It can be really helpful for an artist who wants to penetrate the French market to appear on the mix-tape of a famous French artist.

This inexpensive medium, which circulates in informal distribution networks, is really attractive for a young audience who has not always the money to buy CDs in stores. Mix-tapes are sold in special hip-hop record dealers and in streetwear clothing shops (ex: around the neighborhood Les Halles in Paris).

*Many thanks to Jean-Pierre Seck from label 45 Scientific and Yaya from the hip-hop departement at Fnac Saint-Lazare (Paris).*

## **5.5 CONTACTS**

### **MEDIA**

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Program 33  
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33 rue Trousseau – 75011 Paris

##### **Fun TV**

Alban Deschelle (Programming)  
89 av Charles de Gaulle – 92575 Neuilly cedex  
Phone : +33 1 41 92 66 66 - Fax : +33 1 41 92 66 99  
[www.funtv.fr](http://www.funtv.fr)  
NB : all styles – cable / satellite

##### **M6 Music**

Priscilla Huet  
89 av Charles de Gaulle – 92575 Neuilly cedex  
Phone : +33 1 41 92 66 66 – Fax : +33 1 41 92 65 89  
[www.m6music.fr](http://www.m6music.fr)  
NB : all styles – 24h music video broadcasting – cable / satellite

##### **MCM**

Olivier Richard (Programming)  
78 rue Olivier de Serres – 75 739 Paris cedex 15  
Phone : +33 1 56 36 53 00 – Fax : +33 1 56 36 53 03  
[www.mcm.fr](http://www.mcm.fr)  
NB : all styles – cable / satellite

##### **MTV France**

Pierre Bonnet (Programming)  
60 rue d'Hauteville – 75010 Paris  
Phone : +33 1 58 18 34 00 – 33 1 58 18 34 20  
e-mail : [info@mtv.fr](mailto:info@mtv.fr)  
[www.mtv.fr](http://www.mtv.fr)

NB : all styles – European program– cable / satellite

### **TRACE**

Simon Nusimovici (Music Programming)  
32 rue des Volontaires – 75015 Paris  
Phone: +33 1 53 58 34 00 – 33 1 53 86 99 06  
E-mail : [info@trace33.com](mailto:info@trace33.com)  
[www.trace.tv](http://www.trace.tv)  
NB: urban cultures– cable/ satellite

### **ZIK**

David Pierre-Bloch (Director)  
132 av du Président Wilson – 93 213 Saint-Denis La Plaine Cedex  
Phone : +33 1 49 22 20 01 – Fax : +33 1 49 22 22 75  
[www.zik.fr](http://www.zik.fr)  
NB : urban music and black music - broadcasted on the cable / satellite

### **Radio stations**

#### **ADO FM**

Dallas Korben (Programming)  
167 – 169 rue du Chevaleret – 75013 Paris  
Phone : +33 1 53 60 41 00 – Fax : +33 1 53 60 01 09  
[www.adofm.fr](http://www.adofm.fr)  
NB : local radio in the Paris region – hip-hop, R&B – 15/25 year old

#### **GENERATIONS 88.2**

Christophe Neny (Programming)  
8 bd de Ménilmontant – 75020 Paris  
Phone : +33 1 55 25 25 00 – Fax : +33 1 55 25 25 11  
[www.generationsfm.com](http://www.generationsfm.com)  
NB : local radio in the Paris region – urban music – 15/25 year old

#### **RADIO NOVA**

Maxime Guiguet (Programming)  
33 rue du Faubourg Saint-Antoine – 75011 Paris  
Phone : +33 1 53 33 33 15 – Fax : +33 1 43 47 33 39  
e-mail : [radionova@radionova.net](mailto:radionova@radionova.net)  
website : [www.novaplanet.com](http://www.novaplanet.com)  
NB : urban music – broadcasted in Paris, Angers, Dreux, Limoges, Montpellier, Nantes, on-line and cable / satellite - 15/35 year old

#### **SKYROCK**

Laurent Bouneau (Programming)  
37 bis rue Greneta – 75002 Paris  
Phone : +33 1 44 88 82 00 – Fax : +33 1 44 88 82 50  
[www.skyrock.com](http://www.skyrock.com)  
NB : national radio specialized in rap music – 15/25 year old

### **Specialized Press**

#### **DA NIOUZ**

Kalenge (Editor in chief)

C/o Black White and Co – 93 rue de la République – 93 200 Saint-Denis  
Phone : +33 1 48 09 06 59 – 33 1 48 09 10 27  
E-mail : [daniouz@wanadoo.fr](mailto:daniouz@wanadoo.fr)  
NB : Rap- R&B – Monthly

### **GET BUSY**

Sear (Editor in chief)  
25 rue Danièle Casanova – 93 200 Saint-Denis  
Phone : +33 1 48 24 56 56 - Fax : +33 1 48 24 56 57  
E-mail : [get.busy@free.fr](mailto:get.busy@free.fr)  
Website : [www.getbusymag.com](http://www.getbusymag.com)  
NB : Bimestrial – Circulation : 40 000

### **GROOVE**

Arnaud Fraisse (Editor in chief)  
IXO Publishing – 11 rue Cambrai – Bat 28 – 75 168 Paris Cedex 19  
Phone : +33 1 55 26 01 00 – Fax : +33 1 55 26 01 93  
E-mail : [groove@ixo.fr](mailto:groove@ixo.fr)  
NB : Rap, R&B, Hip-hop – Monthly – Circulation : 60 000

### **R&B**

Jean D. Nouailhac (Director)  
11 rue Heinrich – 92 100 Boulogne Billancourt  
Phone : +33 1 46 10 77 77 – Fax : +33 1 46 10 77 70  
E-mail : [r&b@jd-n.com](mailto:r&b@jd-n.com)  
NB : soul, funk and R&B – Monthly – Circulation : 45 000

### **RADIKAL**

Olivier Cachin (Editor in chief)  
Studio Press – 11 rue Charles Schmidt – 93 406 Saint Ouen cedex  
Phone : +33 1 41 66 62 74 – Fax : +33 1 41 66 62 96  
e-mail : [oliviercachin@studiopress.fr](mailto:oliviercachin@studiopress.fr)  
Website : [www.studiopress.fr](http://www.studiopress.fr)  
NB : hip-hop (rap, graffiti, dance, social...) – Monthly – Circulation : 46 000

### **RAGGA**

Gilbert Pytel (Editor in chief)  
IXO Publishing – 11 rue Cambrai – Bat 28 – 75 168 Paris Cedex 19  
Phone : +33 1 55 26 01 00 – Fax : +33 1 55 26 01 93  
NB : Reggae, Ragga – Monthly – Circulation 60 000  
E-mail : [ragga@ixo.fr](mailto:ragga@ixo.fr)

### **RAP**

Yann Forgues  
C/o Société des Editions Nouvelles et Originales – 48/50 bd Sénard – 92 210 Saint-Cloud  
Phone : +33 1 47 11 20 00 – Fax : +33 1 47 11 20 97  
E-mail : [yforgues@rap.hommell.com](mailto:yforgues@rap.hommell.com)  
NB : Rap, ragga, R&B – Monthly – Circulation : 70 000

### **REAL**

Amine Bouziane (Editor in chief)  
11 rue Lafargue – 92 800 Puteaux  
Phone : +33 1 47 78 03 83 – Fax : +33 1 47 78 01 32  
E-mail : [realmag@caramail.com](mailto:realmag@caramail.com)  
NB : Hip-Hop and society – Monthly – Circulation : 45 000

**RER (Rap et Rue)**

Jean D. Nouailhac (Director)  
11 rue Heinrich – 92 100 Boulogne Billancourt  
Phone : +33 1 46 10 77 77 – Fax : +33 1 46 10 77 70  
E-mail : [redac.chef.rer@jd-n.com](mailto:redac.chef.rer@jd-n.com)  
NB : Hip-hop – Monthly – Circulation: 80 000

**SIZE XL MAG**

Yapi Mambo (Editor in chief)  
12 rue Morand – 75018 Paris  
Phone : +33 1 48 05 16 88 or 33 6 64 36 42 91  
e-mail : [yapi@sizexl.net](mailto:yapi@sizexl.net)  
Website : [www.sizexl.net](http://www.sizexl.net)  
NB : black music– Monthly – Free distribution in the stores Courir and Virgin Megastore –  
Circulation : 50 000

**SOUL R&B**

Alexandre Paul–Demetrius (Editor in chief)  
IXO Publishing – 11 rue Cambrai – Bat 28 – 75 168 Paris Cedex 19  
Phone : +33 1 55 26 01 00 – Fax : +33 1 55 26 01 93  
NB : black music - Bimestrial – Circulation : 45 000

**THE SOURCE MAGAZINE**

Jérôme Pariente (Director)  
46 rue Poissonnière – 75002 Paris  
Phone : +33 1 44 82 66 20 – Fax : +33 1 44 82 64 18  
Website : [www.thesource.fr](http://www.thesource.fr)  
NB : hip-hop culture (French version of the US magazine) - Monthly - Circulation : 80 000

**TRACE MAGAZINE**

Jean-Christophe Servant (Editor in chief)  
32 rue des Volontaires – 75015 Paris  
Phone : +33 1 53 58 34 00 – 33 1 53 86 99 06  
e-mail : [info@trace33.com](mailto:info@trace33.com)  
NB : bimestrial – Circulation : 50 000

**TRACK LIST**

David Dancre (Editor in chief)  
46 rue Poissonnière – 75002 Paris  
Phone : +33 1 44 82 66 20 – Fax : +33 1 44 82 64 18  
e-mail : [moonkeys@tracklistmag.com](mailto:moonkeys@tracklistmag.com)  
[www.tracklistmag.com](http://www.tracklistmag.com)  
NB : independent Hip-hop - Bimestrial – Circulation : 45 000

**Web Sites :**

[www.90bpm.net](http://www.90bpm.net)  
*Fanzine of reference on-line*

[www.brakmart.com](http://www.brakmart.com)  
*Hip hop fanzine on-line, parties' calendar, new releases reviews*

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

### *Hip-hop news*

www.hhradio.be.tf

*Hip-hop webradio (Belgian, Swiss, French, Canadian, African bands)*

www.hhhistory.com

*Hip-Hop Congress Europe, hip-hop international conference*

www.hiphopsection.com

*Hip hop fanzine on-line*

www.chez.com/hiphopculture

www.justlikehiphop.com

*Selling on-line import, vinyl and independent labels' releases, videos and street-wear*

www.chez.com/kinerap

*French and American rap with a special section about European underground*

www.lehiphop.com

www.lerap.com

rapinfos.ifrance.com/rapinfos

*Newsletter in French about rap music and hip hop*

www.vitamic.fr

*German, Italian and Spanish rap music*

## **PROMOTION AGENCIES**

### **360 MARKETING ET PROMOTION**

Contact: Christophe Lacroix – Fred Bardet – [contact@360com.fr](mailto:contact@360com.fr)

Address: 36 rue René Boulanger – 75010 Paris

Phone/Fax: +33 1 44 52 50 60 / +33 1 44 52 50 67

Music Genres: hip-hop

NB: street marketing, promotion...

### **BOZ' DA YA ENTERTAINMENT**

Contact: Christiane Ancinon – [chris@boyzdaya.com](mailto:chris@boyzdaya.com)

Address: 31 rue Joseph de Maistre – 75018 Paris

Phone/Fax: +33 1 53 31 04 21 / +33 1 53 31 08 14

Music Genres : hip-hop

### **C\* RED**

Contact: Eric Morange - [c.red@wanadoo.fr](mailto:c.red@wanadoo.fr)

Address: 49 rue Marengo – 59000 Lille

Phone/Fax: +33 3 20 56 35 07 / +33 3 20 56 35 0

Music Genres: hip-hop and other

NB: street marketing, showcases, promotion...

## **FOULES CONTACT**

Contact: Sandrine Deguilhem or Manu  
Address: 65 rue du Fbg Saint Denis – 75010 Paris  
Cell Phone: +33 6 60 24 66 50 / +33 6 12 52 19 39  
Email: [foules.contact@free.fr](mailto:foules.contact@free.fr)  
Music Genres: hip-hop, ragga  
NB: events and artists promotion

### **MADE IN POSITIF**

Contact: Ali Darani  
Address: 40 rue Jules Guesde – 93350 Le Bourget  
Phone/Fax: +33 6 11 74 32 46  
Email: [mipali@hotmail.com](mailto:mipali@hotmail.com)  
Music Genres: hip-hop

### **MEKTOUB COMMUNICATION**

Contact: Matthieu  
Address: 13 rue de la Résistance – 42000 Saint-Etienne  
Phone/Fax: +33 4 77 33 71 23 / +33 4 77 33 71 23  
Email: [contactmektoub@wanadoo.fr](mailto:contactmektoub@wanadoo.fr)  
Music Genres : hip-hop

### **OBIWAN**

Contact: Claude Mesquida – Catherine Benard  
Address: 145 bis rue de Silly – 92100 Boulogne  
Phone/Fax: +33 1 46 04 12 46 / +33 1 46 04 19 30  
Email: [obiwan.mgt@wanadoo.fr](mailto:obiwan.mgt@wanadoo.fr)  
Music Genres: specialized in hip-hop  
NB: street marketing and promotion (radio)

### **PING PONG**

Contact: Frédéric Elalouf – Clarisse Neubrunn  
Address: 49 rue Rochechouart – 75009 Paris  
Phone/Fax: +33 1 48 78 12 79 / +33 1 48 78 06 73  
Email: [info@pingpongcom.net](mailto:info@pingpongcom.net)  
Website: [www.pingpongcom.net](http://www.pingpongcom.net)  
Music Genres: hip-hop  
Remarks : records and events promotion, production,...

### **T'TOFF**

Contact: Christian David  
Address: 14 rue du Chemin Vert – 75011 Paris  
Phone/Fax: +33 1 47 00 77 20 / +33 1 47 00 77 30  
Music Genres: hip-hop  
Remarks : street marketing

### **URBAN ACT**

Contact: Olivier Brandon  
Address: 9-11 av Michelet – 93400 Saint Ouen  
Phone/Fax: +33 1 40 11 50 80 / +33 1 40 11 64 79  
Email: [urbanact@club-internet.fr](mailto:urbanact@club-internet.fr)  
Website: [www.urbanact.com](http://www.urbanact.com)  
Music Genres: hip-hop and other.  
NB: street marketing and communication

## **FESTIVALS**

### **ALLIANCES URBAINES**

Contact: Stéphane Lesbleiz – [contact@alliances-urbaines.com](mailto:contact@alliances-urbaines.com)  
Address: Studio de la Chaufferie – 2 rue Léo Ferré – 92220 Bagneux  
Phone / Fax: +33 1 45 46 09 00 / +33 1 45 46 02 99  
Website: [www.alliances-urbaines.com](http://www.alliances-urbaines.com)  
Music Genres: hip-hop, reggae, ragga, slam  
Number of editions: 7  
Period of the Festival: May  
Type: indoor  
NB: Exhibitions, VJ's, showcases...  
Application deadline: December

### **LE CHANTIER DES FRANCOS (FRANCOFOLIES DE LA ROCHELLE)**

Contact: Nathalie or Delphine – [chantierdesfrancos@francofolies.fr](mailto:chantierdesfrancos@francofolies.fr)  
Address: Chantiers des Francos (hip-hop) – 6 rue de la Désirée – 17042 La Rochelle Cedex  
Phone / Fax: +33 5 46 28 28 28 / +33 5 46 28 28 29  
Website: [www.francofolies.fr](http://www.francofolies.fr)  
Music Genres: hip-hop but the festival has an all genre program  
Number of editions: 20 years for the Francofolies  
Period of the Festival: July  
Duration of the festival: 1 week  
Type: indoor / outdoor  
NB: workshops, masterclasses. For French-speaking artists.

### **FESTIVAL BLOCK PARTY**

Contact: Nasty – [contact@casamusicale.net](mailto:contact@casamusicale.net)  
Address: Arsenal – 1 rue Jean Vieilledent – 66000 Perpignan  
Phone / Fax: +33 4 68 62 17 22 / +33 4 67 60 41 13  
Website: [www.casamusicale.net](http://www.casamusicale.net)  
Music Genres: hip-hop  
Number of editions: 3  
Period of the Festival: end of April - May  
Duration of the festival: 1 week  
Type: indoor / outdoor  
Application deadline: February

### **FESTIVAL DES EMERGENCES**

Contact: Géraldine Salle and Gwenola Martin  
Address: 177 av Gabriel Péri – 92237 Genevilliers Cedex  
Phone / Fax: +33 1 40 85 64 55 / +33 1 40 85 68 72  
Email : [info@ville-genevilliers.fr](mailto:info@ville-genevilliers.fr)  
Website: [www.ville-genevilliers.fr](http://www.ville-genevilliers.fr)  
Music Genres: hip-hop  
Number of editions: 4  
Period of the Festival: Avril  
Type: indoor  
NB: Rap, dance, graffiti, slam, djing. It takes place every 2 years.  
Application deadline: December.

### **FESTIVAL DES R**

Contact: Nassim Kheraghel – [festivaldesairs@wanadoo.fr](mailto:festivaldesairs@wanadoo.fr)

Address: Maison des Associations – n°404 – 63300 Thiers  
Phone / Fax: +33 4 73 53 91 76 / +33 4 73 53 91 76  
Music Genres: rap, reggae, raï  
Number of editions: 8  
Period of the Festival: June or September for hip-hop  
Type: indoor / outdoor  
Application deadline: 4 months before the beginning of the festival

### **FESTIVAL INTERNATIONAL DE LA CULTURE HIP-HOP**

Contact: Martine Legras – [hip.hop.generation@free.fr](mailto:hip.hop.generation@free.fr)  
Address: 149 bis rue Ernest Renan – 62400 Bethune  
Phone / Fax: +33 3 21 65 77 85 / 33 3 21 65 77 85  
Music Genres: hip-hop  
Number of editions: 5  
Period of the Festival: October - November  
Duration of the festival: 3 days  
Type: indoor  
Application deadline: May. Dance, Graffiti, Rap and Djing

### **FESTIVAL HIP-HOP 93**

Contact: Nacer Belkhadra  
Contact promo: Emily Jean – [laligne13\\_emily@hotmail.com](mailto:laligne13_emily@hotmail.com)  
Address: Maison de la Jeunesse – 12 place de la Résistance – 93200 Saint-Denis –France  
Phone / Fax: +33 1 55 87 27 10 / 33 55 87 27 20  
Music Genres: hip-hop  
Number of editions: 7  
Period of the Festival: November  
Type: indoor  
Application deadline: July

### **HIP-HOP DAYZ**

Contact: Mourad Senouci  
Address: Call 911 – 78 bd de Metz – BP 58 – 59006 Lille Cedex  
Phone / Fax: +33 3 20 38 54 02 / +33 3 20 38 54 02  
Email : [call911@wanadoo.fr](mailto:call911@wanadoo.fr)  
Website: [www.911records.com](http://www.911records.com)  
Music Genres: hip-hop  
Number of editions: 4  
Period of the Festival: December  
Duration of the festival: 4 days  
Type: indoor  
Artistes booked : Razhel, DJ Pone, 45 Scientific...  
NB: Dance, exhibitions, graffiti, showcases, workshops...  
Application deadline: June

### **HIP-HOP DOME**

Contact: Batsh – [street-touch@netcourrier.com](mailto:street-touch@netcourrier.com)  
Contact promo: name + e-mail  
Address: 61 rue Pierre Séward – 93130 Noisy Le Sec  
Phone / Fax: +33 1 48 45 36 23  
Music Genres: hip-hop  
Number of editions: 2  
Period of the Festival: October  
Duration of the festival: 10 days

Type: indoor  
European dance artists booked in 2002/2003:  
NB: Rap, Djing, dance, graffiti.  
Application deadline: July

### **MARSATAC**

Contact: Dro Kilndjian – [dro@marsatac.com](mailto:dro@marsatac.com)  
Contact promo: Laurence Chansigaud – [laurence@marsatac.com](mailto:laurence@marsatac.com)  
Address: Association Orane – BP 45 – 13484 Marseille Cedex 20  
Phone / Fax: +33 4 91 11 88 91 / +33 4 91 11 88 92  
Website: [www.marsatac.com](http://www.marsatac.com)  
Email : [marsatac@marsatac.com](mailto:marsatac@marsatac.com)  
Music Genres: hip-hop, reggae, ragga, electro...  
Number of editions: 6  
Period of the Festival: August or September  
Duration of the festival: 9 days  
Type: indoor  
European artists booked : Dj Morpheus, Dj Medhi, Roots Manuva, Tiefschwartz in 2004  
Application deadline: April

### **RENCONTRES DE LA VILLETTE**

Contact: Philippe Mourat  
Address: Parc et Grande Halle de la Villette – 211 av Jean Jaurès – 75019 Paris  
Phone / Fax: +33 1 40 03 75 33 / +33 1 40 03 74 19  
Website: [www.rencontresvillette.com](http://www.rencontresvillette.com)  
Music Genres: hip-hop, urban music and dance, rap, funk, ragga  
Number of editions: 12  
Period of the Festival: end of October – November  
Duration of the festival : 7 days  
Type: indoor  
NB: Dance, theater, cinema, dance, music.  
Application deadline: July.

### **Les RENCONTRES HIP-HOP**

Contact: Dominique Tisserand – [ara-asso@nordnet.fr](mailto:ara-asso@nordnet.fr)  
Contact promo: Armelle Loigerot  
Address: 12 bis rue de l'Ermitage – 59100 Roubaix  
Phone / Fax: +33 3 20 11 07 71 / +33 3 20 28 06 78  
Website: [www.ara-musique.asso.fr](http://www.ara-musique.asso.fr)  
Music Genres: hip-hop  
Number of editions: 6  
Period of the Festival: around October - November  
Duration of the festival: 1 week  
Type: indoor  
Events in Lille, Roubaix and Tourcoing. Audience and artists from Belgium. Masterclasses, forums about hip-hop, art exhibition, graffiti...  
Application deadline: September.

### **RENCONTRE HIP-HOP DE NIORT**

Contact: Théo Richard – [theo.r@camji.com](mailto:theo.r@camji.com)  
Address: CAMJI – 3 rue de l'Ancien Musée – 79000 Niort  
Phone / Fax: +33 5 49 17 50 45 / +33 5 49 17 50 50  
Email : [camji@camji.com](mailto:camji@camji.com)  
Website: [www.camji.com](http://www.camji.com)  
Music Genres: hip-hop

Number of editions: 6  
Period of the Festival: End of May, June  
Type: indoor  
NB: Rap, dance, graffiti, Djing, movies and documentaries about hip-hop.  
Application deadline: March

### **SUMMER SESSION**

Contact: Valentin Brandt - [info@risingsuns.com](mailto:info@risingsuns.com)  
Address: Rising Suns - 73 rue St Fiacre - 67000 Strasbourg  
Phone / Fax: +33 6 63 71 69 19  
Website: [www.risingsuns.com](http://www.risingsuns.com)  
Music Genres: hip-hop  
Number of editions: 6  
Period of the Festival: June – July  
Duration of the festival : 2 days  
Type: indoor / outdoor  
NB: The festival takes place in Strasbourg, France and in Kehl, Germany. The audience is French and German. Rap, break dance, graffiti, Djing.  
Application deadline: February

### **TOTAL SESSION**

Contact: Jérôme Decol  
Address: c/o DCH2 – 15 rue Georges Jacquet – 38000 Grenoble  
Phone / Fax: +33 4 38 21 05 16 / 33 4 76 48 49 85  
Website: [www.ch2.fr](http://www.ch2.fr)  
Music Genres: hip-hop (dance, rap, DJ contest, graffiti)  
Number of editions: 6  
Period of the Festival: June - July  
Duration of the festival: 3 weeks  
Type: indoor  
Application deadline: February

### **XXL PERFORMANCES**

Contact: Alexis Tjamag or Anthony Dumont  
Contact promo: Armand Tjamag  
Address: 49 rue des Marais – RC1 – 93000 Bobigny  
Phone / Fax: +33 1 41 60 04 53  
Email : [contacts@xxlperformances.com](mailto:contacts@xxlperformances.com)  
Music Genres: rap, soul, R&B, ragga  
Number of editions: 1  
Period of the Festival: July  
Duration of the festival: 1 week  
Artists booked : Arsenik, Brand Nubians, Rohff, ...  
Type: indoor  
NB: a single edition in 2002.  
Application deadline: April.

### **Important festivals in France which program hip-hop:**

Les Eurockéennes de Belfort – [www.eurockeenes.fr](http://www.eurockeenes.fr)  
Festival Art Rock – [www.artrock.org](http://www.artrock.org)  
Festival des Artefacts – [www.artefact.org](http://www.artefact.org)  
Festival Les Inrocks – [www.lesinrocks.com](http://www.lesinrocks.com)  
Francofolies de la Rochelle – [www.francofolies.fr](http://www.francofolies.fr)  
Les Primeurs de Massy – [www.primeurs-massy.com](http://www.primeurs-massy.com)  
Le Printemps de Bourges – [www.printemps-bourges.com](http://www.printemps-bourges.com)

Les Rencontres Transmusicales de Rennes – [www.lestrans.com](http://www.lestrans.com)  
Solidays – [www.solidarite-sida.org](http://www.solidarite-sida.org)

## **BOOKING AGENCIES AND PRODUCERS**

### **8ème FACE**

Contact: Djamel  
Address: 122 av. De Paris – 94300 Vincennes  
Phone / Fax: +33 6 10 70 23 86  
Website : [www.8emeface.com](http://www.8emeface.com)  
Music Genres : hip-hop, soul, funk  
Artists and/or labels represented in France: Saian Supa Crew  
NB: booking agency specialized in hip-hop. It also organizes hip-hop parties.

### **A GAUCHE DE LA LUNE**

Contact: Florent Decroix  
Address: 9 rue du Rempart – 59800 Lille  
Phone / Fax: +33 3 28 24 56 66 / +33 3 28 04 56 60  
Website : [www.agauchedelalune.com](http://www.agauchedelalune.com)  
Music Genres : hip-hop, dub, rock, techno, electro  
Artists and/or labels represented in France: Assassin, Le Peuple de l'Herbe,...  
Artists and/or labels represented in Europe: Ninja Tune  
Artists and/or labels represented in the World: Yaniss Odua, Big Soul  
NB: Producer, booker, parties organizer

### **ABYSS PRODUCTION**

Contact: Daniel De Bastos  
Address: 9 rue Francoeur – 75018 Paris  
Phone / Fax: +33 1 42 55 22 48 / +33 1 42 55 03 50  
E.mail : [abyssproduction@everyday.com](mailto:abyssproduction@everyday.com)  
Music Genres : all styles  
Artists and/or labels represented in France: Melgroove, Ménélik,...  
Artists and/or labels represented in the World: Billy Paul, Jimmy Cliff, Kool and the Gang

### **AL-CHIMY MANAGEMENT**

Address: 34 chemin des Grottes Loubières – 13013 Marseille  
Phone / Fax: +33 4 91 07 74 50 / +33 4 91 07 74 51  
Music Genres : hip-hop, soul, R&B  
Artists and/or labels represented in France: IAM, Akhenaton, Freeman, Kheops, Psy 4 de la Rime...

### **ARACHNEE PRODUCTIONS**

Contact: Pierre-Yves Denizot  
Address: Le Phidias – 14 route de Bordeaux – 63870 Orcines  
Phone / Fax: +33 4 73 62 79 00 / +33 4 73 62 79 22  
E-mail : [arachnee.prod@wanadoo.fr](mailto:arachnee.prod@wanadoo.fr) or [arachnee-concerts@wanadoo.fr](mailto:arachnee-concerts@wanadoo.fr)  
Music Genres : rock, rap, French chanson...  
Artists and/or labels represented in France: Indochine, Pascal Obispo, Placebo, R. Kelly, Björk,...

### **CHAOS PRODUCTIONS**

Contact: Habib Labachi and Chakri Hajoui

Address: 12/14 rue Jean-Jacques Rousseau – 93100 Montreuil

Phone / Fax: +33 1 48 51 05 49 / +33 1 48 51 05 04

Music Genres : rap, R&B, funk, soul

Artists and/or labels represented in France: DJ Abdel, DJ Cut Killer, DJ Pone, 113, Busta Flex

NB: Party organization

### **CORIDA**

Contact: Assaad Debs – [corida@corida.fr](mailto:corida@corida.fr)

Address: 120 bd Rochechouart – 75018 Paris

Phone / Fax: +33 1 49 25 82 82 / +33 1 42 23 67 04

Music Genres : all styles

Artists and/or labels represented in France: Rita Mitsouko, Ben Harper, Eric Clapton, Brand New Heavies, Texas, Dire Straits...

NB: Important booking agency in France, it owns 3 major venues in Paris (La Cigale, le Trabendo, la Boule Noire). Other activity : management

### **DUB 2 DUB**

Contact: Popa – [popa@freesurf.fr](mailto:popa@freesurf.fr)

Address: 39 rue Gabriel Péri – 93200 Saint-Denis

Phone / Fax: +33 1 48 20 81 85 / +33 1 48 20 81 85

Music Genres : Hip-hop

Artists and/or labels represented in France: China, MC Janik, Sniper, Lord Kossity, Nuttea,...

### **FURAX**

Contact: Pierre-Pascal Houdebine – [signefurax@wanadoo.fr](mailto:signefurax@wanadoo.fr) or Alice Joseph-Edouard International

Booking : [alice@furax.fr](mailto:alice@furax.fr)

Address: 85 rue du Faubourg du Temple – 75010 Paris

Phone / Fax: +33 1 53 19 12 46 / +33 1 53 19 12 61

Website : [www.furax.fr](http://www.furax.fr)

Music Genres : hip-hop

Artists and/or labels represented in France: La Brigade, Triptik, Daara J, Ol Kainry...

### **GARANCE PRODUCTIONS**

Contact: Salomon Hazot

Address: 43 rue Dunkerque – 75018 Paris

Phone / Fax: +33 1 55 07 06 00 / +33 1 55 07 06 11

Website : [www.elyseemontmartre.com](http://www.elyseemontmartre.com)

Music Genres : all styles

Artists and/or labels represented in France: Björk, Beastie Boyes, The Roots, Eminem, Lauryn Hill, 50 Cent,...

NB: Important producer in France. Owner of the venue Elysee Montmartre in Paris.

### **GROOVE PRODUCTION**

Contact: Loïc Ysnel

Address: 21 rue Eugène Sue – 94700 Maisons-Alfort

Phone / Fax: +33 1 43 76 09 10 / +33 1 43 76 46 40

Website : [www.grooveproduction.fr](http://www.grooveproduction.fr)

Music Genres : groove, soul, funky groove

Artists and/or labels represented in France: Kool and the Gang, Temptations, Billy Paul, George Clinton, James Brown...

### **HIP HOP GENERATION**

Contact: Amhed Ahmed

Address: 58 av Paul Valéry – 95200 Sarcelles

Phone / Fax: +33 6 10 99 43 96

Music Genres : hip-hop

NB: Organization of Hip-hop Awards, showcases and concerts. Other activities : management, production, publishing, promotion...

### **LA LYONNAISE DES FLOWS**

Contact: Eric Bellamy

Address: 425 cours Emile Zola – 69100 Villeurbanne

Phone / Fax: +33 4 78 41 88 77 / 33 4 78 41 82 77

Website : [www.lyonnaise-des-flows-com](http://www.lyonnaise-des-flows-com)

Music Genres : rap, world music

Artists and/or labels represented in France: Kery James, Busta Flex...

NB: management, booking and promotion

### **MATOMA PRODUCTION**

Contact: Philippe Maurizi, Jean-Hervé Michel – [matoma@wanadoo.fr](mailto:matoma@wanadoo.fr)

Address: Immeuble Le Passy – 710 rue d'Alco – 34080 Montpellier

Phone / Fax: +33 4 67 03 05 15 / 33 4 67 03 06 84

Music Genres : all styles

Artists and/or labels represented in France: NTM, The Wailers, Positive Black Soul, Popa Chubby...

NB: booking and management

### **MMP**

Contact: Mireille Cosson – [md.mmp@wanadoo.fr](mailto:md.mmp@wanadoo.fr)

Address: 32 rue Gabrielle – 75018 Paris

Phone / Fax: +33 1 44 92 09 70 / +33 1 44 92 09 71

Music Genres: rock, rap, French chanson

Artists and/or labels represented in France: Chaka Demus, Positive Black Soul,...

NB: Produced IAM, Khaled, Faudel ,Alpha Blondy

### **SALAM ALEIKUM AMUSEMENTS**

Contact: Stéphane Benhamou – [info@salam.fr](mailto:info@salam.fr)

Address: 33 rue Stephenson – 75018 Paris

Phone / Fax: +33 1 53 09 21 09 / +33 1 53 09 21 00

Music Genres : Funk, reggae, groove, house, techno...

Artists and/or labels represented in France: FFF, Scratch Massive,...

### **SHOWCASES PRODUCTIONS**

Contact: Mohamed Kibbou – [showcaseproductions@noos.fr](mailto:showcaseproductions@noos.fr)

Address: 5 passage des Petites Ecuries – 75010 Paris

Phone / Fax: +33 1 47 70 98 34 / +33 1 47 70 98 64

Music Genres : Hip-hop, soul, R&B, ragga

Artists produced in France: Rhoff, Sniper, DJ Abdel, DJ Poska, DJ Goldfingers, Willy Denzey, 113...

### **UNDERGROUND ACADEMY**

Contact: Olivier N'Guessan or Dany Bill – [undergroundacademy@wanadoo.fr](mailto:undergroundacademy@wanadoo.fr) :

Music Genres : urban music

NB: party producers and concert coordination all over Europe

## **RECORD LABELS**

### **2GOOD**

Music genres: hip-hop, ragga, reggae

A&R: Mathias Bernard

French artists: Nucleous Roots

Other activities : distribution

#### **Who's Who**

Manager: Mathias BERNARD – [mathiasbernard@2good.fr](mailto:mathiasbernard@2good.fr)

Promotion: Christine SOCCHARD – [christinesocchard@2good.fr](mailto:christinesocchard@2good.fr)

Address: 10 bis rue Bisson 75020 Paris

Phone: +33 1 58 53 53 90

Fax: +33 1 47 97 05 00

General E-mail: [info@2good.fr](mailto:info@2good.fr)

Web: [www.2good.fr](http://www.2good.fr)

### **45 SCIENTIFIC**

Music genres: Rap

Distributor: BMG

French artists: Lunatic, Hi-Fi

International artists: none

#### **Who's Who**

Manager: Jean-Pierre Seck – [7connection@wanadoo.fr](mailto:7connection@wanadoo.fr)

A&R: Laurent Geraldo – [generaldo@free.fr](mailto:generaldo@free.fr)

Address: 8 rue Saint-Bon 75004 Paris

Phone: +33 1 42 78 67 33

Fax: +33 1 42 78 67 33

General E-mail: [djibydogg@45scientific.com](mailto:djibydogg@45scientific.com)

Web: [www.45scientific.com](http://www.45scientific.com)

### **ALARIANA**

Music genres: Rap

A&R: Karim Ben Saada

Distributor:

French artists: Mafia K'1 Fry, Kéry James, Manu Key

International artists: none

Signature of foreign licenses: none

#### **Who's Who**

Manager : Karim Ben Saada and Souhil Chibane

Address: 6 rue Joseph Dijon - 92234 Gennevilliers

Phone: +33 1 42 57 89 96

Fax: +33 1 42 57 89 96

General E-mail: [alariana@alariana.com](mailto:alariana@alariana.com)

Web: [www.alariana.com](http://www.alariana.com)

### **ASSASSIN PRODUCTIONS**

Music genres: Hip-hop

French artists: Assassin, La Bande des 4

International artists: none

General E-mail: [assassinproductions@anthologeek.com](mailto:assassinproductions@anthologeek.com)

Web: [www.assassin-productions.fr](http://www.assassin-productions.fr)

### **BOSS (B.O.S.S. OF SCANDAL STRATEGY)**

Music genres: hip-hop, R&B, ragga  
A&R: Sébastien Farran  
French artists: Joey Starr, Lord Kossity, Sniper  
International artists: none

**Who's Who**

Manager/A&R: Sébastien Farran  
Address: 37 rue de Gergovie – 75014 Paris  
Phone: +33 1 53 90 19 05  
Fax: +33 1 45 45 07 59  
General E-mail: [boss@noos.fr](mailto:boss@noos.fr)

**CERCLE ROUGE PRODUCTIONS**

Music genres: rap, reggae  
A&R: Fanny Lamothe  
French artists: 2 Neg', Mystik  
International artists: none but interested in producing some

**Who's Who**

Manager: Fanny Lamothe – [fanny@cerclerougeprod.com](mailto:fanny@cerclerougeprod.com)  
Address: 1bis Cité du Paradis – 75010 Paris  
Phone: +33 1 48 24 24 70  
Fax: +33 1 48 42 42 51

**CONCILIUM PRODUCTION**

Music genres: hip-hop  
A&R: Samuel Herbert  
Distributor: Nocturne – Sony Music  
French artists: Triptik, DJ Pone  
International artists: none

**Who's Who**

Manager: Samuel Herbert  
Address: 7 passage du Buisson St-Louis – 75010 Paris  
Phone: +33 6 60 48 89 79 – +33 1 42 39 27 54  
Fax: +33 1 53 19 18 56

**CRISTAL RECORDS**

Music genres: hip-hop, jazz, French song  
A&R: Eric Debègue - [eric@crystalprod.com](mailto:eric@crystalprod.com)  
French artists: Ménélik, Ménage à 3  
International artists: Big Joe Turner

**Who's Who**

Manager and promotion: Philippe Chausson – [philippe@crystalprod.com](mailto:philippe@crystalprod.com)  
A&R: Eric Debègue – [eric@crystalprod.com](mailto:eric@crystalprod.com)  
Address: 8 rue de l'Archimède – BP 138 – 17005 La Rochelle Cedex 1  
Phone: +33 5 46 44 96 48  
Fax: +33 5 46 43 20 47  
General E-mail : [crystalprod@aol.com](mailto:crystalprod@aol.com)  
Web: [www.crystalprod.com](http://www.crystalprod.com)

**DOUBLE H PRODUCTIONS**

Music genres: rap, R&B  
A&R: Massita – [production@doubleh.fr](mailto:production@doubleh.fr)  
French artists: Cut Killer, DJ Abdel, Doudou Masta, Fabe, Zoxea

**Who's Who**

Promotion: [promotion@doubleh.fr](mailto:promotion@doubleh.fr)  
Address: 8 rue du Faubourg Poissonnière – 75010 Paris

Phone: +33 1 48 70 19 00  
Fax: +33 1 48 70 12 66  
General E-mail: [doubleh@doubleh.fr](mailto:doubleh@doubleh.fr)  
Web: [www.doubleh.fr](http://www.doubleh.fr)

#### **IV MY PEOPLE**

Music genres: hip-hop  
A&R: Kool Shen  
Distributor: Sony Music  
French artists: Kool Shen, Sérum, Salif

#### **Who's Who**

Manager: Chloé Artus  
A&R: Kool Shen  
Address: 14A rue Notre-Dame de Nazareth – 75003 Paris  
Phone: +33 1 42 77 14 93  
Fax: +33 1 42 77 14 43  
General E-mail: [ivmypeople@ivmypeople.com](mailto:ivmypeople@ivmypeople.com)  
Web: [www.ivmypeople.com](http://www.ivmypeople.com)

#### **LA LYONNAISE DES FLOWS**

Music genres: rap, African music  
French artists: IPM, Khaban1  
Other activities : management, booking, promotion, distribution

#### **Who's Who**

Manager: Eric Bellamy  
Promotion: Chris Tateossian  
Address: 425 cours Emile Zola – 69100 Villeurbanne  
Phone: +33 4 78 41 82 77  
Fax: +33 4 78 41 82 77  
General E-mail : [label@lyonnaise-des-flows.com](mailto:label@lyonnaise-des-flows.com)  
Web: [www.lyonnaise-des-flows.com](http://www.lyonnaise-des-flows.com)

#### **NAIVE**

Music genres: all styles  
A&R: Laure Duhard  
Distributor: Naïve  
French artists: Lord Kossity  
International artists: Dizzee Rascal

#### **Who's Who**

Manager: Marie Augier  
Promotion: Philippe Giard  
Address: 9 rue Victor Massé – 75009 Paris  
Phone: +33 1 56 02 20 00  
Fax: +33 1 56 02 20 20  
General E-mail: [contact@naive.fr](mailto:contact@naive.fr)  
Web: [www.naive.fr](http://www.naive.fr)

#### **NOUVELLE DONNE PRODUCTION**

Music genres: hip-hop  
A&R: William Edhor – [william@nouvelledonne.com](mailto:william@nouvelledonne.com)  
Distributor: Barclay  
French artists: Ol Kainry, Agression Verbale

#### **Who's Who**

Manager: Kodjo Hounbeme

Address: BP 9 – 93104 Montreuil cedex  
Phone: +33 1 48 18 71 20  
Fax: +33 1 44 82 64 18  
General E-mail: [nouvelledonne@wanadoo.fr](mailto:nouvelledonne@wanadoo.fr)  
Web: [www.nouvelledonne.com](http://www.nouvelledonne.com)

### **NOCTURNE**

Music genres: world, reggae, hip-hop, jazz, blues, electro

#### **Who's Who**

Manager: Cyril Roux  
Promotion: Laurence Favalelli  
Address: 13 rue du Mail – 75002 Paris  
Phone: +33 1 49 26 01 40  
Fax: +33 1 49 26 01 41  
General E-mail: [info@nocturne.fr](mailto:info@nocturne.fr)  
Web: [www.nocturne.fr](http://www.nocturne.fr)

### **PREMIERE CLASSE**

Music genres: rap

Distributors : Sony Music, Capitol

French artists: Pit Baccardi, Jalane

International artists: none

#### **Who's Who**

Manager: Patou  
Address: 6/8 av Salvador Allende – 93800 Epinay sur Seine  
Phone: +33 1 48 22 71 80  
Fax: +33 1 48 22 71 75  
General E-mail: [premierclasse@1erclasse.net](mailto:premierclasse@1erclasse.net)  
Web: [www.premiereclasse.net](http://www.premiereclasse.net)

### **SECTEUR A MIZIKS**

Music genres: rap, zouk, African music, reggae

French artists: FDY Phenomen

#### **Who's Who**

Manager: Frédéric Bride – [f.bride@secteura.tv](mailto:f.bride@secteura.tv)  
A&R: Jocelyn Mivis or John Mouelle – [john@secteura.tv](mailto:john@secteura.tv)  
Address: 19 bd Edouard Branly – 95200 Sarcelles  
Phone: +33 1 34 38 06 90  
Fax: +33 1 34 04 21 58  
Web: [www.secteura.tv](http://www.secteura.tv)

### **V2 MUSIC**

Music genres: all styles

French artists: Passi, Sully Séfil, Bisso Na Bisso

#### **Who's Who**

Manager: Alain Artaud  
A&R: Yamani Dazi  
Promotion: Francis Troller  
Address: 17 rue Bouchardon – 75010 Paris  
Phone: +33 1 53 38 15 15  
Fax: +33 1 53 38 15 05  
Web: [www.v2.fr](http://www.v2.fr)

## **DISTRIBUTORS**

### **2GOOD**

Manager: Mathias Bernard – [mathiasbernard@2good.fr](mailto:mathiasbernard@2good.fr)

Commercials : Olivier Bournot – [olivierbournot@2good.fr](mailto:olivierbournot@2good.fr) and Sébastien Balachinsky – [sebastienbalachinsky@2good.fr](mailto:sebastienbalachinsky@2good.fr)

Promotion: Christine Socchard – [christinesocchard@2good.fr](mailto:christinesocchard@2good.fr)

Address: 10 bis rue Bisson – 75020 Paris

Phone: +33 1 58 53 53 90

Fax: +33 1 47 97 05 00

E-Mail: [info@2good.fr](mailto:info@2good.fr)

Website: [www.2good.fr](http://www.2good.fr)

Intern promotional group: YES

CD Distribution: YES

Not exclusive French labels

Labels under license: Delabel, New Power Soul...

Downloading: NO

### **CHRONOWAX**

President: Olivier Rousset – [olivier.rousset@chronowax.com](mailto:olivier.rousset@chronowax.com)

Manager: Luc Devaud – [luc.devaud@chronowax.com](mailto:luc.devaud@chronowax.com)

Export : Jérôme Caron – [jerome.caron@chronowax.com](mailto:jerome.caron@chronowax.com)

Address: 206 rue Lafayette – 75010 Paris

Phone: +33 1 40 38 87 00

Fax: +33 1 40 38 87 01

E-Mail: [contact@chronowax.com](mailto:contact@chronowax.com)

Website: [www.chronowax.com](http://www.chronowax.com)

Intern promotional group: YES

CD Distribution: YES

Vinyl Distribution: YES

Not exclusive French labels

Downloading: NO

Manufacturing: NO

Customers: music stores, Fnac Virgin

### **LA BALEINE**

President: Romuald Heuchin – [romuald@la-baleine.com](mailto:romuald@la-baleine.com)

Manager: Thomas Renouveau – [thomas@la-baleine.fr](mailto:thomas@la-baleine.fr) or Antoine Rocklin – [antoine@la-baleine.fr](mailto:antoine@la-baleine.fr)

Promotion: Stéphanie Roux – [stephanie@la-baleine.com](mailto:stephanie@la-baleine.com)

Address: 66 rue de la Gare – 79000 Niort

Phone: +33 5 49 33 12 12

Fax: +33 5 49 33 13 14

E-Mail: [info@la-baleine.fr](mailto:info@la-baleine.fr)

Website: [www.la-baleine.fr](http://www.la-baleine.fr)

Intern promotional group: YES

CD Distribution: YES

Not exclusive French labels

Labels under license: Stéréo Deluxe, Good Looking, Playhouse

Downloading: NO

Customers: music stores, Fnac Virgin

## **NIGHT AND DAY**

President: Jean-Jacques Souplet  
Manager: Samuel Perron or Pierre Rousseaux  
Promotion: Nathalie Warez or Sylvie Durand  
Address: 30 bis rue du Bailly – BP101 – 93213 La Plaine St Denis Cedex  
Phone: +33 1 49 17 88 50  
Fax: +33 1 49 17 88 59  
General E-mail: [info@nightday.fr](mailto:info@nightday.fr)  
Web: [www.nightday.fr](http://www.nightday.fr)

Intern promotional group: YES  
CD Distribution: YES  
Not exclusive French labels:  
Labels under license: Africa Fête, Fat Prod, Body and Soul, ...  
Downloading: NO  
Customers: music stores, Fnac Virgin  
Phone : +33 5 55 83 31 31 – email : [vpc.nightday@wanadoo.fr](mailto:vpc.nightday@wanadoo.fr)

## **NOCTURNE**

President: Bruno Theol  
Manager: Cyril Roux  
Import/Export : Yann Martin  
Promotion: Laurence Favalelli  
Address: 13 rue Fernand Léger – 75020 Paris  
Phone : +33 1 58 70 02 00  
Fax : +33 1 58 70 02 39  
E-Mail: [info@nocturne.fr](mailto:info@nocturne.fr)  
Website: [www.nocturne.fr](http://www.nocturne.fr)  
Intern promotional group: YES  
CD Distribution: YES  
Vinyl Distribution: YES  
Labels under license:  
Downloading: NO  
Customers: music stores, Fnac Virgin

## **PIAS FRANCE**

President: Isidore Brobst  
Import: Laurent Didailier  
Promotion: Jean-Luc Marre  
Address: 14 rue Milton – 75009 Paris  
Phone: +33 1 44 53 71 30  
Fax: +33 1 44 53 71 81  
E-Mail: [playit@pias.fr](mailto:playit@pias.fr) or [info@pias.com](mailto:info@pias.com)  
Website: [www.pias.fr](http://www.pias.fr)  
NB: offices in Belgium, UK, The Netherlands, Germany and the USA

Intern promotional group: YES  
CD Distribution: YES  
Vinyl Distribution: YES  
Labels under license: Ninja Tune  
Downloading: NO  
Customers: music stores, Fnac Virgin