

Music Week: Paul Stokes, November 12, 2018

No small Beer: First Access eyes 2019 music wins

Chloe Roberts tips Madison Beer and Bexey as priority artists for next year

"Music remains the powerhouse" declared Chloe Roberts, insisting that the launch of First Access Sport will not distract the management company from its musical stars.

The executive vice president has Rita Ora's new album *Phoenix* due out on November 23, and is already predicting big things for another of their clients, Madison Beer.

"I'm excited about seeing Rita go from strength to strength, because you know it's only her sophomore album that's coming out, her tour is going to be huge," said Roberts. "I also think Madison Beer has to be one of the most incredible success stories of this year. Her being the first independent female to go Top 40 at pop radio in the US made history.

"A debut album from the US singer and actress is expected next year and Roberts insisted the fully independent model, which sees Beer distributing her records via Kobalt's AWAL label, is working well in the pop arena.

"She has such a vision herself," explained Roberts. "Working with artists that have a vision, that are willing to pack their suitcases and go on tour like she did, is working incredibly well. To have artists like that, who are willing to do it from the ground up and to turn back the major label deals because they believe in an independent model, is something that we are fiercely supportive of." She added that FAE also has a raft of homegrown new talent she expects to emerge soon.

"We've got some really exciting artists signed in the UK: Kara Marni, Casey Lowry and Bexey, who you're going to see push through and make more of an impact next year," suggested Roberts. "If you look at his numbers, you'll see why."