



Matchbox:

Alternative London's resident writer, Secretia, speaks to Dale Olivier, the driving force behind the new-music, record label, Matchbox Recordings.

Matchbox Recordings was the brainchild of Dale Olivier, who had been promoting guitar based, alternative, independent bands in live venues under the guise of The Streamline Club. Most of these bands were not signed and so Dale collaborated with them and together they decided to produce a compilation album to show that there were plenty of good

bands out there that had not been signed to a record label. The first compilation came out on Streamline Records. In the end, Streamline produced three compilations but at the beginning of 2000, they decided to relaunch under another name as a company in Scotland worked under the name of Streamline Music. This decision led to the start of Matchbox Recordings as we now know it.

When Matchbox first started, they only received demos from UK based bands, now, three years on, they receive thousands of demos a week from all over the world including Russia, New York and South Africa. This is partly due to the growth of the internet as this has allowed Matchbox to have more of a voice than ever before. "Bands are learning to promote themselves," says Dale, "as they can't wait for those elusive major record deals, and use Matchbox as a vehicle for doing this. All of the featured bands are 100% free, we don't own their copyright or publish their stuff. We license the songs from them, and promote them by putting them on a compilation album and on the radio via the internet. We can also provide a CD manufacturing service and music production. So, we are giving these new bands a voice in a world where there is a music monopoly. Some of our bands have received airplay on UK radio stations Xfm and Radio One and anyone in the music

industry from big-time labels to other internet radio stations to managers can get hold of the compilations that Matchbox produce completely for free."

Once Matchbox had established themselves as a label, they decided to promote their bands on their very own radio station, **Matchbox Radio 24**. The station features new music, jingles, interviews and new music shows and is provided by **Live 365**, who are the world largest internet radio provider. At the present, Matchbox Radio 24 is *only* broadcast on the internet. It is set up for those with a 56k connection, but in the next six months Dale plans on streaming the music in stereo but this will only be available for those with a broadband connection. There are also plans to broadcast via cable on the digital radio frequencies and this will really open up this independent, new music to the masses.

SECRETIA

To get in contact with Dale or to find out more about what **Matchbox Recordings** and **Matchbox Radio 24** could do for you, visit, <http://www.matchboxrecordings.co.uk>

