

“Blowing one’s own trumpet”

Looking at the choice of artists and marketing strategies of some former major labels, one could be under the impression that promotion has become more important than the real music business: art.

But if blowing your own trumpet also means drawing attention to your work, then audite has done a bit of trumpeting in the last year, too: we have new distributors in Austria, Canada, Hong Kong, Italy and the USA who now ensure that our releases penetrate those markets. Downloads have attracted increased interest. Retaining the well-known audite design, we have replaced the ordinary plastic jewel cases with cases made of strong cardboard. And a brand-new website for our label is about to be launched.

Yet there are marked differences to blatant marketing tools: the “trumpet blowing” at audite always comes second to the content of our products – it serves a higher pur-

pose. It helps artists find a way to their audiences with their interpretations and philosophy. It is never in the foreground, nor does it ever influence any decisions with regards to content.

The critics also seem to agree, for particularly in 2010 our releases once again have won many prizes and awards. We will therefore continue looking for content and doing some more “trumpeting” in our very own way!



A handwritten signature in black ink that reads "Unger Bockhoff". The script is fluid and cursive, with the first letters of each word being capitalized and prominent.