



DECCA LAUNCHES PUBLISHING DIVISION, NATASHA BALDWIN APPOINTED SENIOR VICE PRESIDENT

Home > News > [DECCA LAUNCHES PUBLISHING DIVISION, NATASHA BALDWIN APPOINTED SENIOR VICE PRESIDENT](#)

- Decca Publishing to develop commercial opportunities and outlets for neo-classical composers



LONDON, December 14th 2016 – Decca has appointed highly respected publishing executive Natasha Baldwin to launch a music publishing division dedicated to expanding the opportunities for neo-



television, film and video games. Decca Publishing, which launches in 2019, will be part of the classical division of Universal Music Publishing, one of the largest and most respected publishers of classical music in the world.

Baldwin joins Universal Music Group as Senior Vice President, Head of Decca Publishing from Imagem Music where she was Group President, Creative & Marketing. Based in London, she reports directly to Dickon Stainer, President and CEO Universal Global Classics, while working closely with the senior team at Universal Music Publishing in London, New York and Santa Monica.

With streaming services and mood-based playlists providing a new platform for original works by neo-classical composers, Decca will offer an aligned recording and publishing strategy for its artists and their unique creative projects, such as Ludovico Einaudi's *Elements* on Decca and Max Richter's *Sleep* on Deutsche Grammophon.

Decca Publishing will work with Universal Music Publishing Classical on appropriate projects and synchronisation opportunities involving their respective composers and repertoire. The new division will also enhance Universal Music UK's other recent soundtrack composer initiatives, such as Globe Soundtrack and Score, a label services offering for film makers and composers launched in conjunction with Abbey Road Studios.

David Joseph, Chairman & CEO of Universal Music UK, says: "Bringing together records and publishing under one roof at Decca will help us build the UK's number one home for modern classical composers. Natasha's incredible knowledge and vision for the potential of neo-classical music mean she is uniquely qualified to be its architect."

Dickon Stainer, President and CEO, Global Classics, Universal Music Group says, "Natasha Baldwin is an exceptionally skilled and experienced publishing executive with a renowned track record. Her appointment will enable us to offer new publishing and synchronisation services to our classical artists and neo-classical composers, alongside the recording activities of our legendary classical labels and the world-famous Universal Music Publishing Classical catalogue."

Natasha Baldwin says, "Using the platform of global brand campaigns, movies and media exploitation I've spent many years proving the versatility and accessibility of classical and neo-classical music. We've reached a moment where the democratisation of music discovery via streaming is giving developing genres a voice like never before. Through Decca Publishing my goal will be to amplify this offering and further broaden the impact of neo-classical music worldwide."

Baldwin has had an illustrious career within the publishing world. Latterly as Group President, Creative & Marketing for Imagem Music Group, she represented the rights of some of the world's most celebrated artists including Elvis Presley, Pink Floyd and Mark Ronson alongside many of the world's best-loved musicals and the classical Boosey & Hawkes Music Publishing composers. Her role saw her use brand partnerships and sub-publishing deals to build the company's footprint in developing media and emerging music markets.

NOTES TO EDITORS:

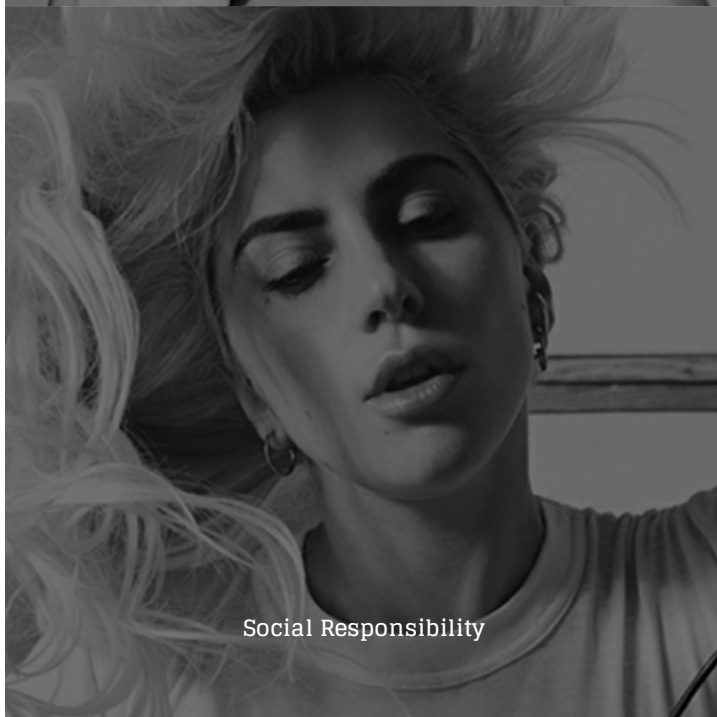
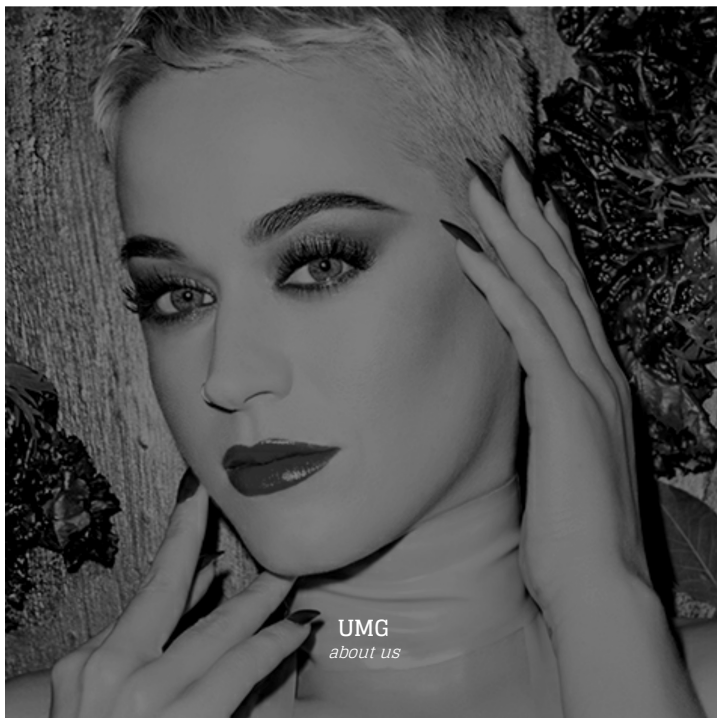
About Natasha Baldwin

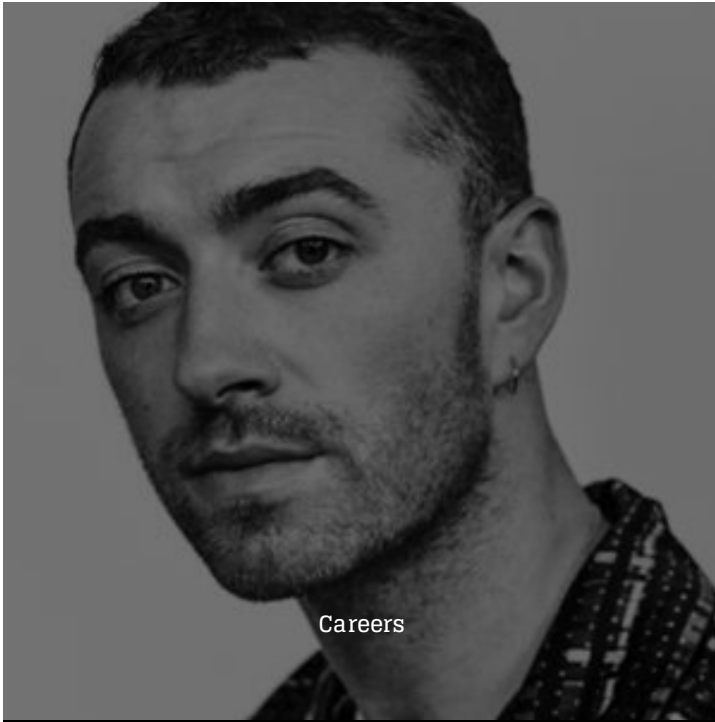
Before joining the central team at Imagem in 2009 as Group VP, Synch and Creative Services, Natasha Baldwin spent seven years at Boosey & Hawkes in roles including Head of Music Consultancy (Boosey & Hawkes Music Publishers) and Head of Sales (Cavendish Production Library Music). She is Chairwoman of the MPA Education and Training Board and a speaker for BPI, AIM and MPA. She was also a UK Imagem board director.

About Universal Music Publishing Classical

Universal Music Publishing Classical is comprised of several of the largest and most-respected classical publishing catalogues in the world, including Ricordi, Durand/Salabert-Eschig and Editio Musica Budapest. UMPC publishes the great works of immortal composers such as Verdi, Puccini, Debussy and Ravel, and leading contemporary composers including Giorgio Battistelli, Pascal Dusapin, György Kurtág and Olga Neuwirth. UMPC will represent Decca Publishing's repertoire in the concert, opera and ballet fields and will work with Decca Publishing on synchronization and film uses and writing opportunities for its composers and repertoire. For more information on UMPC, please contact Dr. Silke Hilger, International Promotion Director (silke.hilger@umusic.com).

 Date: December 14, 2016





Careers



U-Discover
explore our music

[Vivendi](#) / [Newsletter](#) / [Terms of Service](#) / [Privacy Policy](#)

© Copyright 2017 Universal Music Group. All rights reserved.