



## CROATIA RECORDS

### Market

Croatia Records is the largest and most established record company in Croatia. With a catalogue of over 65,000 songs, Croatia Records continues its rich tradition in the music industry by following the dynamics of the new media market and further expanding their already enormous catalogue. Croatia is the company's primary market, accounting for some 71 percent of sales, while an additional 29 percent comes from foreign markets.

Croatia Records produces over 1,300,000 audio and visual recordings annually which they distribute through their own sales network at attractive locations as well as through retail sale, franchises, licences, etc.

New technologies, such as digital distribution, are also being used to make the world their market. The company's online store ([shop.zororec.hr](http://shop.zororec.hr)) presents a channel of sales with all the advantages and safeguards of Internet business, while providing a swift delivery of the product wherever the buyer may be. Thanks to the quality of the product and the brand's recognition, Croatia Records is the leading company in the Croatian music industry.

### Achievements

In its 62 years of existence, Croatia Records has been home to an audio archive amounting to a national treasure for the republics that were a part of the former Yugoslavia.

From its beginnings to the present day, there was no major performer who did not leave at least one recording in the company's archive. Today, Croatia Records also boasts the fact that it represents successful names and its performers often receive numerous awards and recognition.

In 2005, the company established the first domestic music television programme, Croatian Music Channel (CMC), which was nominated for a prestigious award for two consecutive years, the "HOT BIRD TV AWARDS" alongside the world's best music television stations.

In 2007, as the leading Croatian record company, Croatia Records won the industry's "Porin" award for special contribution to Croatian discography.

### History

Croatia Records lists its activities first and foremost as a contemporary discographic company, using professional



Zeljko Babogrodac  
Chairman of the Board

criteria for sound recording and visual media. The company promotes the production of Croatian music, from the great classical performers to the impassable values of the folk music tradition, glorious evergreens and jazz, to instrumental music; and by following trends confirms its dynamic presence in contemporary music as well.

The foundations of the company were laid in Zagreb in 1924, when the production of records began in their first workshop, a small "Edison - Bell" store that was open under the same name until 1938.

Under new ownership it got a new name as well - "Elektron". This name changed again less than a decade later when yet another set of new owners took over, and it became - "Jugoton".

Founded in 1947, the "Jugoton Record Factory" produced recordings under that very popular name over a long period of time before changing its name to Croatia Records in 1990.



### Product

Jugoton was known and recognised as the biggest record producer in this part of Europe. After the introduction of the compact disk as a new sound medium, Croatia Records signed a contract with the leading production company of CD's, Sony DADC, based in Austria.

This partnership guaranteed an international level of quality for all age groups and musical tastes, as some two hundred new titles were published annually, including numerous compilations of all musical genres of domestic music released with newly designed cover art.

Great attention was dedicated to the visual image of the products as those legendary record and CD covers were always designed by the best experts.

### Recent Developments

Croatia Records Music Publishing Ltd is a specialised partner-company of the Croatia Records stock company, founded with the goal of promoting and protecting the creation of music. The company collaborates with music associations, marketing agencies and production houses in the fields of selecting musical pieces, licensing them and regulating all the necessary rights for their commercial use.

CMC is the only domestic music television station in Croatia and it is broadcast 24 hours a day. This channel





does not just inform people about the Croatian music culture and events taking place on the Croatian music scene, it also contributes to the affirmation of new music and creates a supportive atmosphere for its creative development.

Music cover stories, concerts, live broadcasts, events and the biggest base of music videos are just a few advantages of CMC, which is broadcasted worldwide.

Croatia Records News is a music magazine available at specialised music stores throughout the region. Find out everything you want to know about the biggest names in Croatian music, exclusively and free of charge.

### Promotion

Radio stations are the basic medium of promotion and provide the first contact between "artist and listener." Croatia Records produces promo-compilations with the latest singles for all radio stations in Croatia and throughout the world, as well as for the radio show "Good sound" which is broadcast on over 80 radio stations. Printed press and the worldwide web are also very important promotional tools which the company uses, organising press conferences and daily newsletters. More often, media houses are offering sponsorship presenting themselves as quality partners in achieving goals in specific projects.

Videos of performers are distributed to all local and national television stations in the region while concert promotions are attractive to media and performers alike. Croatia Records plays the role of sponsor and takes part in a large number of humanitarian and commercial projects.

### Brand Values

For 62 years, Croatia Records has been producing quality audio



**The Ultimate Collection** is a Rock anthology of 20 double CDs of the best rock groups of all time in the region including groups like "Azra," "Bijelo Dugme," "Crvena Jabuka," "Belan i Đavoik," Dino Dvornik and many more...

**The Platinum Collection**, to date the most successful edition from Croatia Records, presents 24 double CDs representing the greatest names of Croatian music and pop music such as Ivo Robić, Arsen Dedić, Josipa Lisac, Oliver, Miko Kovač, Tereza Keseljica...



and video media for the best performers in the region. Musicians, songwriters, producers and designers have always set the highest standards and trends that others followed.

The strength and value of the brand has always been keeping artists satisfied, while keeping the media and experts on the same side, as well as fulfilling the expectations of buyers.

Because Croatia Records' catalogue encompasses all musical genres, the brand is recognisable throughout all age groups. Tradition, quality and a clear business strategy along with product development make Croatia Records a leader in the area of discography in Croatia.

[www.crorec.hr](http://www.crorec.hr)  
[shop.crorec.hr](http://shop.crorec.hr)  
[www.cmc.com.hr](http://www.cmc.com.hr)

### THINGS YOU DIDN'T KNOW ABOUT...

#### Croatia Records

- From 1952 to 1961 the full name of Croatia Records, then known as Jugoton, was "Jugoton, factory of records, gadgets and other luxury goods from plastic mass!"
- The highest selling album by Jugoton was "Biosam naivan" (I Was Naive) by Danijel Popović. The album sold an unbelievable 717,166 copies, while the single "Dulci" (Julie) sold 80,883 copies.
- The company's first record was pressed in 1950 and was sold without a record sleeve in a paper bag. It featured "Jedan mali brodic" (A small boat) and "Ti tvoji zubići" (Those little teeth of yours) performed by the "Zagreb Male Quintet."
- The first manager of Jugoton was the great visionary, Slavko Kopun, who led the company for 30 years, from 1947 to 1977.

