

## M6 GROUP JOINS FORCES WITH PASCAL NÈGRE AND LAUNCHES A NEW RECORD LABEL: 6&7



**SIX&SEPT**

**M6 Group, through its entertainment-dedicated subsidiary M6 Interactions, today announces the launch of 6&7, a new music production and publishing label in partnership with Pascal Nègre who will be its Chairman.**

6&7 is an independent label which puts the artist at the heart of its approach. This new label is very much in tune with the new ways of consuming music, i.e. on a human scale, mobile, quick to access and imbued with genuine ambition, with both visual and digital playing a leading role. 6&7 combines the musical DNA and power of M6 Group with the expertise of Pascal Nègre, a leading figure in the French music scene.

**Pascal Nègre, Chairman of 6&7 commented,**

*“The focus of our work is to leverage the strength of the artistic content and share it as widely as possible. Let’s not forget that our role is to nurture talent. One artist is unlike any other. Each artist’s development is unique and that’s what makes the process so interesting! At a time when image and sound are converging, I am delighted to be teaming up with M6 Group who will provide us, in a highly complementary way, with their power in terms of both visibility and impact”.*

**Aymeric Beckmann, CEO of M6 Interactions said,**

*“We are really looking forward to assisting Pascal with the development of this new label. Music has always been an integral part of M6 Group’s DNA. We share Pascal’s confidence in the future of the music market and are happy to increase our commitment to this industry”.*

Paris, Friday 3 March 2017



*About M6 Interactions: M6 Interactions combines M6 Group’s music, shows, events and entertainment diversification activities.*

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Six et Sept / Pascal Nègre

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