

# Behind The Music: Hype-Index Interviews the People Shaping Artist Careers

*Hype-Index (hype-index.com) launches Behind The Music: an interview series profiling music industry professionals.*

BRIGHTON, NOT APPLICABLE, UNITED KINGDOM, June 8, 2026

/EINPresswire.com/ -- [Hype-Index, the independent music editorial platform](#)

...serving a global network of music industry professionals, has launched Behind The Music: a dedicated interview series exploring the roles, decisions and day-to-day work of the people who shape modern music careers.

The series features in-depth conversations with artist managers, publicists, label executives, publishers and music marketers. Rather than focusing on the artists themselves, Behind The Music turns the lens on the infrastructure around them: the campaigns, strategies and professional relationships that determine how artists are developed, promoted and discovered in today's industry.

The first two interviews showcase the breadth of the series. [Kate Edge](#), Product and Social Media Manager at

Autonomy Music Group, a global artist management, record label services and campaign strategy company whose roster includes YUNGBLUD, Catfish and the Bottlemen, Kate Nash and Jamie Cullum, discusses story-led campaign building, audience connection across platforms and



Behind The Music — an interview series from Hype-Index exploring the people shaping the modern music industry.



David Sullivan of Wilful & Sullivan pictured backstage with clients at Ancienne Belgique, Brussels, February 2024.

the challenge of establishing clear artist identity in a crowded digital environment.

[David Sullivan](#), Managing Director at Wilful & Sullivan, a UK music publicity firm founded in 2013 whose clients have included Iron Maiden, Bryan Adams, Alice in Chains, Corinne Bailey Rae and Kodaline, breaks down how music PR campaigns are constructed from the ground up, from developing press narratives to navigating where traditional publicity sits alongside streaming, editorial playlists and social media.



Kate Edge, Product and Social Media Manager at Autonomy Music Group, at a recording studio mixing console.

Behind The Music forms part of Hype-Index's broader editorial coverage, which spans new music releases, industry news and company spotlights. The platform is read by artist managers, labels, publishers, sync agencies and music marketers seeking reliable coverage of breaking artists and emerging trends across the global music industry.

Lily Nguyen, Editor-in-Chief of Hype-Index, said: "There's a huge amount of knowledge and expertise sitting with the professionals who work behind the scenes in music. Behind The Music is about making that visible for artists trying to understand the industry and for professionals who want to see how their peers approach the work."

Behind The Music is available now via Hype-Index, with new interviews published regularly.

Lily Nguyen  
Hype Index  
lily@hype-index.com

---

This press release can be viewed online at: <https://www.einpresswire.com/article/918229407>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.