**BIOGRAPHY**

Ever since its inception in May 2012, Nicky Romero’s Protocol Recordings has been breathing a new lease of life into the dance music scene. Priding itself on creating inventive releases, international repertoire signings, all while earning international acclaim in the process. Throughout the continuous praise Romero receives throughout his career, he ensures the label focuses on instilling core values around the main mantra of family, trust, transparency, and expertise. Protocol Recordings has truly found its footing as a world-renowned record label and event company, that focuses on innovation throughout every creation released. Protocol Recordings continually strives to shape the future of dance music by scouting musical trends and nurturing talented and dedicated artists. Nicky Romero, the label visionary has ensured his dream remains intact by personally hand-picking a dedicated team that surrounds him with over 20 years of experience within their field. Without the family atmosphere that the Protocol family members create, there would be no foundation for the brand to continually grow and gain esteem.

Whether its developing budding talent or championing already seasoned DJs and Producers, Protocol Recordings has quickly established itself as one of the industry’s high impact boutique labels. Protocol Recordings prides itself as the go-to outlet for forward thinking electronic music, featuring the likes of Nicky Romero, Calvin Harris, Tommy Trash, Florian Picasso, Raiden, Blinders and Corey James. Boasting an extensive amount of accolades including the YouTube 100,000 award, 3 Gold, 1 Platinum and 1 Double Platinum record, the team has already kicked off its 5th years anniversary with the 5 Years of Protocol party at Balaton Sound (Hungary) and their forth coming 5 Years of Protocol party at the Amsterdam Dance Event. Alongside multiple Beatport Top 10 placements and #1’s, highly successful compilations, a weekly Protocol Radio show syndicated in over 110 countries (amassing over 50 million listeners each week), and a monthly ‘Protocol Finest’ podcast across all streaming platforms, no one can deny that the influence Protocol Recordings has around the world is growing at an astonishingly rapid rate.

What sets Protocol Recordings apart from others is its unwavering commitment to produce cutting edge and original material. There is a high influx of demos emerging into the office every week, but they are peculiar with their selections. Why? Because the team wants to focus on the old adage ‘quality not quantity.’ Maintaining the frequency of releases allows them to focus on putting out high-quality singles and to create extensive promotional efforts for the releases and their artists. With the ability to harbor an extensive global network of radio promoters, label partners, licensees and digital distributors, Protocol maintains the ability to be a strong anchor in the electronic dance music by sustaining and thriving off of the ability to take risks within their musical direction. What ties the label together is the high-level interaction across social media channels - participating in think tanks and beta programs with the majority of DSPs (SoundCloud, Spotify, Beatport, Apple Music) – means that from conception to completion, no stone is left unturned.

In the past years, Protocol have silenced critics with their ‘out of the box’ video concepts, earning extensive praise and inciting conversation with the innovative video for ‘Let Me Feel’. Emphasizing their revolutionary and experimental approach and deviation from the EDM standard, the music video’s for ‘Lighthouse’ ‘Future Funk’ and ‘Heart of Steel’ will serve to further cement them as the one of the most avant-garde labels when it comes to visual content. Having also shaken things up with their recently rebranded cutting edge artwork to, Protocol Recordings prove that for them at least, the devil is in the detail.

Ensuring all eyes of the world’s media and tastemakers were trained on their superb roster of talent, Protocol Recordings staged its inaugural showcase during the famed Amsterdam Dance Event in October 2012. Now marking the official opening of ADE each year, they have become renowned for road-blocking events in Miami, New York, Las Vegas, Tokyo, Amsterdam, London, Manchester, Budapest and Antwerp. They have reached a level of experience in hosting many global festival areas, utilizing its teams years of expertise in producing events at a worldwide level, each event combines impressive stage design, bespoke visuals and lighting, special effects, merchandising and public relations for a truly unforgettable experience.

The emphasis of Protocol Recordings is rooted entirely around the concept of family. They have ensured that this sense of camaraderie and loyalty is expressed throughout each and every one of their releases, signings, events, and indeed the brand itself. Always innovative, the team inspire a scene that many deem be deteriorating, injecting new life into the industry, and claiming its rightful place as one of the most prominent electronic dance music labels in the world.