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Press Release

A Successful 2008: Focus on Support for Young Talent and Export Promotion

- **82 projects and 4 in-house projects received funding**
- **Successful launch of the “China as a Future Market” dialogue forum with an opening music conference in Guangzhou**
- **Initiative Musik to receive €2 million for 2009**
- **Deadline for next year’s first round of funding is January 30, 2009**

Berlin, December 18, 2008

The Bavarian band “Edelschwarz,” which is known for its exotic yodel-trip-hop style, and the Berlin band and artists’ troupe “Puppetmastaz,” which puts on a one-of-a-kind hip-hop show, both recently received funding from the Initiative Musik. The comical hand puppets, known as “Mr. Maloke” and “Snuggles,” received funding to go on tour in 10 European countries and Turkey. Hamburg’s ambitious and highly professional Web radio station “ByteFM,” whose programming includes a regular broadcast series for young talent from Germany, was also provided with support.

A look back at 2008: In its first year, the Initiative Musik gGmbH provided funding to 82 projects consisting of 69 artists’ and 13 infrastructure projects. “Our most recent decisions were especially focused on young talent and export promotion,” noted Prof. Dieter Gorny, chairman of the supervisory board of the Initiative Musik. This applies, for example, to the 29-year-old singer/songwriter Daniel Benjamin from Frickenhausen in Baden-Württemberg, who was discovered three years ago at the Haldern Pop Festival. Benjamin is now receiving support for his second album and a European tour as well as international appearances at important festivals, such as “Eurosonic” (the Netherlands), “The Great Escape” (UK), “South by Southwest (SXSW)” (USA) and “Canadian Music Week” (CAN). One of Germany’s favorite young singers, Mieke, who is with the band “MIA,” will receive funding for the band’s club tour in the spring of 2009, which will include 10 shows and festival appearances in the summer of 2009 in France. “Even before the success of Tokio Hotel, it was clear that German-speaking bands are capable of enjoying tremendous success abroad,” noted Gorny with regard to the Initiative’s decision to provide support for already established bands, such as MIA. “At the moment, there’s a very good climate for German-speaking music abroad, and we’re eager to

encourage this trend even further,” Gorny added. This is why the Initiative Musik is setting its sights on the increased presence of German artists abroad as well as why it is especially eager to support them on tour. Gorny is looking forward to receiving “more applications from established artists in the coming year so that we can strengthen their profile abroad with our effective funding.”

Most bands and artists use funding from the Initiative Musik to produce albums – very often debut albums – and to release singles, promote CDs and go on tour in German-speaking countries, Europe, the United States and Asia. “Project funding of up to 40 percent and a total support budget of €1.5 million go towards generating projects valued at €3.75 million,” noted Ina Kessler. “These are projects that otherwise would never have seen the light of day.” Most of the artists receiving funding are young, and very few of them have any experience on international stages. They encompass the genres of Rock, Pop, Indie, Electronic and Jazz. Almost half of the artists have an immigration background, and among the 69 artists receiving support, there are 14 bands headed by women. The Initiative Musik is also pleased that submissions have come in from almost all of Germany’s 16 federal states. Only Hessen, Mecklenburg-Western Pomerania, Rhineland-Palatinate and Saarland have yet to get involved. With 30 funded artists’ and infrastructure projects, Berlin continues to be the most highly represented state. It is followed by North Rhine-Westphalia (14 funded artists’ and/or infrastructure projects), Hamburg (11), Bavaria (9) and Baden-Württemberg (6). Saxony is represented by 4 projects, including the rising stars “Polarkreis 18,” who stormed to number one on the German charts in October, where they remained for weeks and are still riding high at number two.

13 Infrastructure Projects Underway

In terms of infrastructure projects receiving funding, the focus is definitely on Jazz, with 6 of the 13 funded projects being in this field. The spectrum ranges from support for the “Women in Jazz” festival to exchanges among Jazz artists from the Rhine at European festivals via the “Jazz am Rhein” organization. One of the main goals of the Initiative Musik is to promote solid structural work that brings together active players in the music industry, promotes cooperation and creates the foundation for successful artistic work. This is also the basic idea behind the “Europareise 2009” project, which will take place as part of the “c/o pop” event in Cologne (August 12-16, 2009), which seeks to build a platform for roughly 75 festival organizers from all over Europe. The “Pop Up” international music fair in Leipzig (May 14-17, 2009), which features a festival and a focus on the independent music scene, will also receive funding.

Initiative Musik with Four Successful In-house Projects

In 2008, the Initiative Musik also launched four in-house projects, including an online database collecting information about German funding in the fields of Pop, Rock and Jazz, and the International Matchmaking Event (IME), which led to 500 meetings between 102 registered companies from 8 countries at the 2008 Popkomm. The goal of the “matchmaking” event is to successfully generate business

contacts for German music companies. The Initiative Musik also teamed up with the Forum of Pop Music Supporters at a joint stand at Popkomm. This marked the launch of the Initiative Musik's dialogue forum entitled "National- and State-Level Cooperation for the Music Industry." In yet another dialogue forum entitled "China as a Future Market," the Initiative Musik is eager to bring together the activities of the German music industry with the goal of paving the way for further business contacts among companies in the music industries in China and Germany and to establish long-lasting business ties between the two nations. The cooperation between German and Chinese music companies will be strengthened all the way up to the Expo 2010 in Shanghai. As part of this dialogue forum, the Initiative Musik sent its first business delegation to China from November 11-18, 2008 for the event series entitled "German and China – Together in Motion 2007-2010" organized by the Goethe Institute on behalf of the German Foreign Office. Under this slogan, Germany presented its cultural and economic diversity in 2008 in Guangzhou and will continue to do so in 2009 in Shenyang and Wuhan as well as at the Expo in Shanghai in 2010.

Dialogue Forum "China as a Future Market" – A Successful Business Delegation to Guangzhou and Beijing

On November 14, 2008, in Guangzhou, China, a conference entitled "Music Industry in Motion/Music Market of the Future" was held with a focus on live entertainment and attended by roughly 100 participants from the German and Chinese music industries. On the agenda were exchanges between Chinese and German music companies as well as the status quo of the Chinese music industry, which currently finds itself in both a state of growth and upheaval. This opens up a wide variety of business opportunities for German music companies. "There will be roughly 22,000 concerts in 184 days at the 2010 Expo in Shanghai alone," noted Memo Rhein, manager of international business at Unlimited Media GmbH in Wedemark and Berlin and a member of the business delegation to China. "Our conference laid the groundwork for the German music industry in China," said Udo Hoffmann, who organized both the pop festival and the conference in Guangzhou – with over 70% of all music production, the very heart of the Chinese music industry – on behalf of the Goethe Institute. Mark Chung, supervisory board member of the Initiative Musik and chairman of the Association of Independent Music Companies (VUT), had very positive things to say about the conference: "It provided an outstanding platform for exchanging information and allowed us to make the initial strategic business contacts we'll need to be successful in the future." "First and foremost," Chung added, "it was the high quality, openness and willingness to talk of our Chinese counterparts that surprised me." This also applied to the business meeting that took place in Beijing and was attended by highly prominent guests from both countries.

Initiative Musik receives over €2 million for 2009

The holiday season started early for Germany's music artists and music companies. Already at the end of November, the German Bundestag announced its cross-party decision to enhance the budget of the Initiative Musik gGmbH for 2009 by €500,000. In addition to these funds from the parliament, a further €500,000 was made available by Germany's Federal Government Commissioner for Culture and the

Media (BKM). This brings the total available to the Initiative Musik for 2009 to €2 million. Until now, the Initiative has had at its disposal funds a total of €1 million. "We've now created the basis to continue both our artists' and infrastructure programs and to broaden the horizons of the Initiative's activities," noted Gorny after hearing of the decision in November. And there's much more on the agenda for the coming year. "In addition to public funding," Gorny added, "in 2009, we're also going to focus more on attracting private sponsors to the cause of the Initiative Musik."

Funding Provided by the Initiative Musik in 2008 at a Glance (see also the PDF on the 2008 funding rounds)

- 800 Application procedures opened for artists' and infrastructure projects
- 69 Artist applications accepted
- 13 Infrastructure applications accepted
- 4 In-house projects launched by the Initiative Musik itself

In 2008, roughly €1.7 million in support funding was awarded to artists' projects, infrastructure projects and the Initiative Musik's own in-house projects.

Applications for the first funding round in 2009 must be received by January 30, 2008.

For further information and photos of the funded artists, please contact:

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The Initiative Musik gGmbH

The Initiative Musik gGmbH was founded in October 2007 with the goal of providing support for musicians, persons with an immigrant background and music companies active in the fields of Rock, Pop and Jazz, as well as to promote German pop music abroad. The Initiative Musik is a grant-making institution for the German music industry. In 2008, a total of 82 artists' and infrastructure projects were approved for funding. The funding itself is provided by Germany's Federal Government Commissioner for Culture and the Media and based on a resolution passed by the federal parliament, which for 2009 has approved of support funds of €2 million. The GEMA (German Music Authors' Society), the GEMA Foundation and the German Collecting Society for Performance Rights (GVL) also contribute to the budget of the Initiative Musik. The Initiative Musik is also supported by the GVL and the German Music Council (Deutscher Musikrat). The organization's 12-member supervisory board, which is responsible for making grant decisions, is made up of six individuals respectively from the political sphere and the music industry. Chairman of the supervisory board is Dieter Gorny, and his two vice-chairmen are Steffen Kampeter and Carsten Schneider, both of whom are members of the German Bundestag. Ina Kessler is managing director of the Initiative Musik.