

ARTIST DEVELOPMENT FOR EMERGING MARKETS

What It Takes To Succeed Abroad:



THE END- 'AHOY'

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Presentation made by Jeremy Hulsh for Institute for Modern Music & International Music Professionals Meeting 2013

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5 QUALITIES OF SUCCESSFUL ACTS

- UNIQUE OR GREAT MUSIC & A PRODUCT
- STRONG BRAND DNA/ASSETS
- A PLAN
- A WILLINGNESS TO INVEST OR A SUGAR DADDY
- ACCESS & ALLIES



WHAT IS THE
ACTUAL VALUE
OF THE GLOBAL
MUSIC
MARKET?

\$150 BILLION USD

SOURCE: IFPI

A CLOSER LOOK AT OTHER COUNTRIES MUSIC EXPORT & DEVELOPMENT AGENDA C.C.C.I.

- **Cooperation, Coordination, Consistency
& Investment, within the Industry Is
Paramount**
- **Focus on Major Music Platforms &
Showcases As A Gateway**
- **CASE STUDY: SWEDEN**
- **CASE STUDY: ICELAND**

QUICK TIPS:

- 1) GO TO WHERE THE MARKET IS**
- 2) ANCHOR DATES & PLANNING IS KEY**
- 4) PR**
- 5) SYNCHRONIZATION**



BUILDING YOUR DECK (TEAM)

MANAGER

PUBLIC RELATIONS

BOOKING AGENT

ONLINE SOCIAL MEDIA

PUBLISHER

DISTRIBUTION

MERCHANDISE

CHALLENGES & OPPORTUNITIES

STEREOTYPES & MISCONCEPTIONS

GEOGRAPHIC LOCATION

LANGUAGE/CULTURE BARRIERS

ARTIST VISAS

DIFFERENCE IN BUSINESS CULTURE

FRESH LOOK (NEW SOUND)

RECENT CASE STUDY: GANGNAM STYLE

INCREASED WILLINGNESS

TO BREAK AND BUILD

THE END- 'AHOY'

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