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"Private funding in the Estonian music field"

Private funding in the music field is a situation where privately held companies sponsor or invest to bodies in the music industry in return for product placement, advertisement, special concerts, free tickets to shows, merchandise etc. This form of collaboration is extremely developed in the States, UK and Scandinavia.

The amount of private money in Estonian music is poor because of the small size of the country and the early stage of the development of the music industry.

On the international level deals between music and companies are led by branding agencies. In Estonia the ideas and deals are led by advertisement companies or artist managers. The most common partner from the music side are various festivals. Only few bands can be pointed out who have had the chance of being involved to the marketing activities of private companies.

Though when looking at the innovative approach of marketing managers, the increasing level of music and also increasing amount of industry professional it is possible to state that the overall tendency is rising and after 5 years it is possible to compare Estonian and Baltic music industries with Scandinavian one.

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