



# ARTIST FUNDINGS

## FINANCIAL SUPPORT FOR MUSICIANS AND THEIR PARTNERS

Initiative Musik's Artist Fundings are directed toward solo artists and bands living in Germany, especially newcomers and supports them in gaining a foothold on the German and foreign markets. Musicians can apply for financial support for album productions and releases, concert tours and promotion through this programme. Crucial for this support is primarily originality as well as the artist's musical language and the artist's and music's commercial potential.

Up to 40 percent of costs can be covered with this grant, between a minimum of 10,000 euros and maximum 30,000 euros. Initiative Musik assists more than one hundred artists and bands annually through this programme alone.

## CURRENT EXAMPLES

**KADAVAR:**  
American tour in 2015

**BALBINA:**  
Supporting Act in Herbert Grönemeyer tour and album promotion

**SONDASCHULE:**  
Album production and promotion in 2015

**MILKY CHANCE:**  
Promotion and concert tours in Australia and New Zealand 2014/2015

**BOY:**  
Production of the debut album, European tour 2012 and American tour 2013



BOY © Debora Mittelstaedt



SONDASCHULE © Manuel Karp



JESPER MUNK © Luis Einhauser

# SHORT-TOUR FUNDINGS

## NON-BUREAUCRATIC SUPPORT FOR PERFORMANCES AT INTERNATIONAL EVENTS

Short-Tour Fundings assist musicians for special appearances abroad with the goal of facilitating their entry onto the market or to continue establishing their presence. Musicians can apply for a sponsorship for travel and promotion costs when invited to a special showcase festival, including (but not limited to) Mosexpo or CMJ Music Marathon in the United States, The Great Escape in Great Britain or Eurosonic Noorderslag in the Netherlands.

Since the programme's launch in 2010, more than four hundred sponsorships have been approved, mainly in high-sales markets such as the United States, Japan, Great Britain and France. The per-musician grant runs up to 400 euros for concerts outside of Germany but within Europe and up to 800 euros for those outside of Europe. Furthermore, additional marketing sponsorship of up to 1,000 euros may also be provided.



KID SIMIUS © Georg Roske

## CURRENT EXAMPLES

**HUNDREDS:**  
MIDEM (France)

**ANTILOPEN GANG:**  
St. Gallen Open Air (Switzerland) and Eurosonic Noorderslag (The Netherlands)

**KID SIMIUS:**  
Eurosonic Noorderslag (The Netherlands)

**WELLBAD:**  
International Blues Challenge Memphis (USA)

**JESPER MUNK:**  
Canadian Music Week (Canada)



ANTILOPEN GANG © Thomas Schermer

# INFRASTRUCTURE FUNDINGS

## NEW STRUCTURES FOR POP MUSIC

The building and expansion of structures for popular music in Germany is the focus of this Initiative Musik assistance programme. Supported projects are those that create a favourable environment for establishing and developing artists.

Within the scope of its export promotion programme, Initiative Musik also supports relevant projects at important music festivals and music conferences in Germany. As part of these showcase formats, emerging newcomers and their management are offered the opportunity to establish and expand international business contacts. With targeted invitations for expert guests from abroad, including festival organisers and record company owners, the artists can subsequently gain a stronger foothold on local music markets.

## CURRENT EXAMPLES

**OUT OF GERMANY** (c/o pop, Cologne)

**WUNDERKINDER** – German Music Talent (Reeperbahn Festival, Hamburg)

**GERMAN JAZZ EXPO** (jazzahead!, Bremen)

**SHAPE:** Networking Tomorrow's Art for Unknown Future (Dresden)

**RECORD STORE DAY GERMANY**



JAZZAHEAD / NATALIA MATEO © Kay Michalak

# SUPPORT FOR MUSIC VENUE

## TWO PROGRAMMES FOR VENUE FUNDING

Clubs play an influential part in the development of young artists, which gives cause for Initiative Musik to support two programmes that focus on the advancement of these spaces (with a maximum capacity of 1,000) where artists get a start on their careers.

### VENUE PROGRAMME AWARD APPLAUS – SINCE 2013

Since its beginning in 2013, the Venue Programme Award APPLAUS selects over 50 winners from Germany per year, ranging from big city venues to small clubs in the countryside. The APPLAUS Award combines concrete financial support for club operators with more public attention for their musical offers and concerns. With 900,000 euros in prize money to be distributed amongst the winners, APPLAUS celebrates excellent and culturally outstanding live music programmes that significantly contribute to the preservation of cultural diversity in Germany.

### DIGITIZATION OF PERFORMANCE ART IN LIVE MUSIC VENUES IN GERMANY

This new funding programme supports around 250 small and medium-sized clubs in purchasing digital technology performance equipment. This one-time programme has 1.5€ million in funds that are targeted towards replacing a club's analogue systems with digital soundboards and lighting systems. The Digitization of Performance Art in Live Music Venues in Germany is realized in cooperation with the German venues association LIVEKOMM.

### GRAND PRIZE WINNERS & CLUB OF THE YEAR 2015

#### GEBÄUDE 9 COLOGNE

North Rhine-Westphalia (Category One – 30,000 €)

#### UT CONNEWITZ

Leipzig, Saxony (Category Two – 15,000 €)

#### ZOGLAU3 – RAUM FÜR MUSIK

Taubenbach / Reut, Bayern (Category Three – 5,000 €)



APPLAUS AWARD 2015 © Stefan M. Prager

# WUNDERBAR – GERMANY AT SOUTH BY SOUTHWEST (SXSW)



## SUPPORT TO ENTER THE WORLD'S LARGEST MUSIC MARKET

Initiative Musik's largest export support project since 2010 is the coordination of the German presentation at South by Southwest (SXSW) in Austin, Texas. The central hubs for the German activities during SXSW Music, Film and Interactive conferences are the German Pavilion at the tradeshow and the German Haus. Every year, at least 10 bands receive funding on behalf of Initiative Musik to play at SXSW. Past artists include the Mighty Oaks, AudioDamn! and Kadavar. Initiative Musik organizes and executes the German appearance in cooperation with the Federal Ministry for Economic Affairs and Energy and the ministry's Cultural and Creative Industries

Initiative. The German appearance is part of the Foreign Trade Show Programme of the federal government and is realized and financed with partners from several German federal states.



QRACLES © IHM



MILKY CHANCE © Silke Schmidt

# SPECIAL INTEREST TOURS ON POP-CULTURAL TOPICS

## FIRST-HAND EXPERIENCE OF THE GERMAN MUSIC SCENE FOR INTERNATIONAL JOURNALISTS & INDUSTRY GUESTS

Initiative Musik has been putting together special interest tours with a focus on pop culture since 2011 with financial support from the German Foreign Office, as part of the German Federal Republic's Foreign Trade Show Programme. Invited by the German federal government, international music journalists and industry guests spend a week in Germany getting to know outstanding people and events in the German music scene, allowing them to get an authentic, up-to-date and nuanced view of Germany.



INITIATIVE MUSIK @ W-O-A © Shirley Halperin

# EUROPEAN TALENT EXCHANGE PROGRAMME



## GERMAN PARTICIPATION IN THIS EUROPEAN SUPPORT PROGRAMME FOR MORE PERFORMANCES AT EUROPEAN FESTIVALS

This project opens up new perspectives at the Eurosonic Noorderslag in Groningen, Netherlands, for emerging European artists to gain (more) gigs at the most important European festivals. Concerts mediated through the Eurosonic festival will be supported from a common budget provided by the fourteen participating

countries and augmented with EU funding. For the ninety festivals participating in the programme, this provides strong additional incentives to book up-and-coming European artists. Since 2003, the programme has fostered around 2,700 performances by more than 900 European artists.



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# INITIATIVE MUSIK



## SUPPORT FOR MUSICIANS AND MUSIC COMPANIES FROM GERMANY

Initiative Musik is the federal government's funding agency that supports the music industry for rock, pop and jazz in Germany. One of its main goals is to promote and support young musical talent, musicians with immigrant backgrounds, and disseminating music from Germany on a national level and on foreign markets. Another focus is reinforcing of music venues that significantly contribute to maintaining cultural diversity within Germany with their work.

The range of support combines both cultural and economic development, which is also reflected in the structure of the partners and the representation on Initiative Musik's Supervisory Board with representatives from the music industry and political sphere.

Initiative Musik acts as Germany's music export office. As the German representative, it contributes to international networks – such as the European Talent Exchange Programme (ETEP) – cooperates with other European music export offices (EMEE), and also initiates its own projects

for promoting exports and up-and-coming artists under the Wunderbar brand.

Initiative Musik is supported by the German Society for the Administration of Neighbouring Rights (GVL), the German Music Council (Deutscher Musikrat), and the German Music Authors' Society (GEMA). The bulk of the project's funding is provided by the German Federal Commissioner for Culture and the Media.

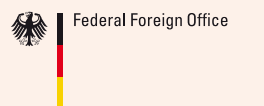
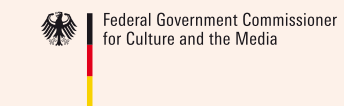
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## INITIATIVE MUSIK FUNDING BODIES, SHAREHOLDERS AND PARTNERS



## MEDIA PARTNER

