



MAGAZINE

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MASTERINGTHEMUSICBUSINESS.RO



THE LEADING ROMANIAN
MUSIC BUSINESS CONFERENCE & SHOWCASE FESTIVAL



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10 YEARS AFTER



Anca Lupes - photo credit Cristina Oltean

It was July 2015 when I first had the idea of organizing an international music business conference in Bucharest. That same year, I created and began teaching a new course called Music Industry Explained, designed to provide an overview of the music business — its key players and how they interact, the importance of copyrights, how to read a contract, and how to build a team. The course was aimed at young, emerging musicians — but established professionals came too — and was an instant success. I could clearly see the need for information among people in the music industry in a country where there were no educational resources (courses, books, etc.) in this field. There was also a certain resistance to education — many active professionals didn't grasp the concept of training. For them, taking a course was seen as a sign you didn't know your job, rather than a desire to improve your skills.

So, Mastering The Music Business was launched with one main objective: to educate the industry, to show how things are done abroad — in larger, more developed markets — and to encourage knowledge-sharing among peers.

That's how the first edition of MMB came to life, held in February 2016. With no expectations, it was more of a test to see how the industry would respond.

Years have passed, and here we are, celebrating our 10th edition. What a journey! The team has grown, we survived the pandemic (which forced us to cancel the 2020 edition just one week before it was due to start, but still we managed to hold it online), we've faced financial struggles (we may be one of the very few conferences receiving zero public funding from our own government), but we earned the support of the industry — and that was the greatest reward. It meant they trusted us, endorsed our work, and recognized our impact.

Over these 10 years, MMB has had a tremendous influence on the Romanian music market: changing mindsets, putting Romania on the global music industry map, showcasing a dynamic and growing local scene full of talent, connecting local professionals and companies with each other and with international peers, and helping Romanian artists reach iconic festivals like Glastonbury, EXIT, and Sziget (among others). It has fostered collaborations between artists and companies alike. Today, MMB is a vibrant and expanding community — the ground zero of the local and regional music industry — where big and small, established and emerging, local and international musicians and professionals come together for three days to share insights, learn, and network.

But none of this success would have been possible without our growing team, our generous sponsors, our extraordinary speakers, and the many delegates who gather each year to celebrate the Romanian music industry. To all of you, I bow down and say a heartfelt THANK YOU!

With such support, I look forward with confidence to celebrating MMB's 20th anniversary!

A DECADE OF MMB. A JOURNEY OF GROWTH AND GRATITUDE



Carina Sava - photo credit Cristina Oltean

This year we mark the 10th edition of Mastering the Music Business and I find myself remembering everything this journey has brought into my life: the people I've met, the lessons I've learned and the community we've built together.

What began in 2016 as a bold initiative, sparked by the drive of my colleague and friend Anca Lupes, has grown into a landmark event for the music industry in Romania and beyond. I still remember buying one of the very first tickets, simply because I believed in what Anca was building and wanted to support it. Little did I know that a year later, I'd be joining her on this incredible mission, bringing a deep belief in the power of shared knowledge and a dream of opening global doors for anyone willing to learn and grow.

Today, MMB is more than just a conference. It's a space of learning, connection and inspiration. Over the past ten editions, we've welcomed brilliant speakers, passionate delegates and curious minds from all corners of the globe. Every single one of you, whether you stepped on our stage, sat in the audience, mentored, networked, performed or asked hard questions, has played a part in shaping MMB into what it is today.

Thank you. Thank you for investing your time, your energy, your money, and most importantly, your trust. Thank you for choosing to grow with us. Thank you for believing that music matters and that sharing knowledge makes us all stronger.

This 10th anniversary is, above all, a testament to resilience, to the strength it takes to keep building, adapting, and believing, even when the path is uncertain. And what a ride it's been. In ten years, we've seen the music industry transform. We've been through a global pandemic. We've adapted, innovated, and found new ways to connect. We've faced challenges, especially now, as our local industry navigates increased taxes and uncertain policies, but we are still here. And we're not going anywhere. The future? We don't know exactly what it holds. But if these ten years have taught us anything, it's that our strength lies in community, in resilience, and in the simple yet powerful act of showing up, again and again.

Here's to the next chapter and to everyone who will be part of it.

With gratitude and hope,
Carina



2016



Photo credit Anca & Adrian Coleașă

MASTERING THE MUSIC BUSINESS (MMB): A DECADE OF IMPACT ON ROMANIA AND BEYOND

Since its launch in 2016, Mastering the Music Business (MMB) has grown into the most important international music conference and showcase in Romania. Founded by industry veteran Anca Lupeş, MMB has transformed from a niche professional meet-up into a major platform for artist development, mentoring, industry education, and international networking—not only catalyzing careers in Romania, but also reshaping the musical ecosystem across Central and Southeast Europe.

A Hub for Knowledge and Networking

Held annually in Bucharest, MMB hosts panels, workshops, and live showcases focused on current trends in music rights, streaming, touring, sync licensing, production, mental health, and AI. In the last ten years, it has welcomed over 700 international speakers and delegates, including representatives from The Orchard, Believe, Spotify, Midia Research, and festivals such as Sziget, Eurosonic, BUSH, and Future Echoes. This curated convergence of local and global expertise has helped Romanian professionals gain direct access to knowledge and contacts usually available only in larger Western markets. Thanks to MMB's bilingual format, it remains inclusive to both local and international audiences.

Showcase to Spotlight: Artist Breakthroughs

Since launching its Showcase Festival in 2017, MMB has presented over 200 emerging and established acts, helping Romanian artists take major steps beyond the domestic market. Two of the most notable success stories followed the 2023 edition:

- Mihail, known for his eclectic pop sound, and



- Musspell, an experimental electronic artist, were both invited to perform at Glastonbury Festival in the UK in 2024—marking a historic milestone for Romania in the international festival circuit.

Other past MMB showcase alumni have secured appearances at festivals such as Eurosonic (Netherlands), Future Echoes (Sweden), Spike (Bulgaria), MENT (Slovenia), Exit (Serbia), and BUSH (Hungary). For example, the Romanian band Zimbru and Bulgaria's IVA were booked at Eurosonic 2023 following MMB 2022, while Catalina Cara was invited to multiple international festivals.

Collaborations have also blossomed, such as the joint track between Romanian artist Dan Byron and Serbia's Ana & the Changes, and festival co-bookings for regional acts like Italy's Piqued Jacks.

Industry Infrastructure and Representation

Beyond artist exposure, MMB has played a key role in building professional infrastructure. It supported the creation of:

- Women in Music Romania, a mentorship and support network for women in the local industry
- INDIERO, an association for independent labels in Romania, now affiliated with IMPALA and WIN
- A Romanian Music Export Office working to systematize artist support for international mobility

By positioning Romania as a credible partner within EMEE (European Music Exporters Exchange), MMB has enabled new partnerships across the continent, especially in underrepresented Eastern European markets.

Catalyzing Market Growth

Romania's recorded music market has grown rapidly over the last decade, driven largely by the rise in digital streaming revenues. According to data from UPFR, UCMR-ADA, and CREDIDAM, royalty collections have seen steady year-on-year growth, particularly in the online domain, reflecting broader global trends.

This growth is mirrored in Romania's position in the region: it is now the second-largest music market in Central and Southeastern Europe, after Poland. The combination of tech adoption (with over 91% internet penetration) and MMB-fueled industry capacity has positioned the country to catch up with Western peers.

Regional Impact and Cultural Diplomacy

MMB also acts as a soft power tool—a cultural bridge connecting Romania with the Balkans, the Caucasus, and Northern Europe. By welcoming delegations and showcasing acts from over 25 countries, it has become a unique node in the regional music ecosystem.

Importantly, the conference hasn't shied away from exploring local musical identities—from discussions on the global rise of manele,

trapezole, and urban Balkan sounds, to panels on folk revival and linguistic identity in songwriting.

A Vision for the Future

MMB's future ambitions include strengthening ties with other showcase platforms, launching regional satellite events, and securing more institutional support to boost music export capacity. With continued strategic investment and institutional backing, it could evolve into a pan-regional industry hub, giving sustained voice and visibility to artists from across the CSEE zone.

Conclusion

In just ten years, Mastering the Music Business has achieved what few conferences in emerging markets manage to do: it has educated an industry, built bridges across borders, and changed careers. With alumni now performing at Glastonbury, signing with international labels, and touring Europe, MMB has proven that Romania is not just participating in the global music business—it's helping to shape its future. And we've been doing that with close to no funding from local authorities and zero funding from collecting societies, unlike almost all other conferences in Europe. But being able to secure financing from the private sector showed us that our work really matters, is useful and it's appreciated by its very beneficiaries – the music industry.



Photo credit: Anca Coleașă.



#1 HIT RADIO

ODDS,

WE DID

IT AGAIN



KISS FM - #1 RADIO IN ROMANIA

According to the audience conducted between January 13 and April 27 2025, by Mercury Research and the Romanian Institute for Evaluation and Strategy - IRES, at the national level, Kiss FM is listened to daily by 2.549.600 people. Thank you!

WOMEN IN MUSIC ROMANIA: EMPOWERING FEMALE VOICES ACROSS THE INDUSTRY

Women in Music Romania is an initiative that supports the representation and empowerment of women in the music industry, both in artistic roles and in areas such as management, business and cultural entrepreneurship. Through mentorship programs, educational initiatives, networking events and the promotion of female talent, Women in Music Romania works to build a more equitable and inclusive music landscape. A lot has happened since Mastering the Music Business 2024. Let's walk through the highlights of our work this past year. We've had **two editions** of our most important project, **Women in Music Mentorship Program**. The **4th edition** was short but intense, kicking off at MMB 2024. The 5th edition started this spring and is currently underway, offering new learning opportunities and challenges for our 10 current mentees.

Nurturing creativity: HerTune and HerDay

We also launched a new project focused on women leading the creative process in music, particularly in songwriting and production: **HerTune**, Romania's first songwriting camp exclusively for women. Originally developed as a group project within the 4th edition of our mentorship program, HerTune has since evolved into a stand-alone Women in Music initiative, which already reached its second edition this July and with multiple editions to follow. We launched **HerDay: Behind the Scenes**, a video series

highlighting women shaping the Romanian music industry, beyond the interviews, beyond the stage lights. So far, the series featured two remarkable figures: Anca Lupeș, one of the most respected voices in the field and Mădălina Pavăl, a unique artist blending tradition with modernity.

Networking moments that inspire and unite

We hosted three signature networking events: **WIM Christmas Party**, **WIM 8th of March Brunch** and **Shutter Sounds and Coffee**, each offering meaningful opportunities for connection and celebration within the community. As always, Shutter Sounds and Coffee had a personal and artistic twist, with our official photographer Cristina Oltean capturing portraits of over 50 amazing women.

We also hosted our first-ever **Women in Music** meetup outside of Bucharest, in Iași, marking an exciting step forward in expanding our national presence.

Shaping the music industry one HerStory at a time!

We continue to develop our HerStory platform, which aims to inspire and empower aspiring women in music by spotlighting the stories of those who lead, create and innovate. It champions diversity, inclusion and the recognition of women's essential contributions to the music industry, while encouraging others to dream boldly and follow their own unique paths.

At this edition of MMB, HerStory expands in new directions with two very special editions: one featuring international artist **Katie Melua** and another with **Anca Lupeș**, founder of MMB, with the occasion of 10 years of Mastering the Music Business.

Another one of this year's milestones is the launch of a live stage under the name **HerStory**, a space dedicated to showcasing female voices through concerts and panel discussions. So far, the project had editions in Timișoara and Râșnov, with more to come.





EMPOWERING THE NEXT WAVE: WOMEN IN MUSIC MENTORSHIP PROGRAM - 5TH EDITION

The 5th edition of Women in Music Mentorship Program is well underway, continuing its mission to support and elevate women pursuing careers in the music industry. Launched in May 2025, this edition brings together 10 emerging professionals and pairs them with 10 seasoned mentors for a journey of growth, learning and meaningful connection.

This year's mentors are: **Ana Filip** (General Manager, Universal Music), **Ana Mirea** (Lawyer), **Camelia Dudu** (Operations Supervisor, HaHaHa Production), **Corina Vilcu** (Head of Marketing and Promotion, Global Records), **Dana Lepădatu** (Operational Manager, Global Records), **Flavia Ionescu** (Head of Business, The Drop), **Patricia Brohanschi** (Festival Director, Rocanotherworld & Classix Festival), **Paula Furir** (Head of Marketing, UNTOLD), **Roxana Luca** (Production Manager, ARTmania & TM 2023–2024) and **Valeria Vdovii** (Booking Agent, Forward Agency).

One-on-one support and collaborative learning

Structured over several months, the program offers each mentee access to personalized, one-on-one sessions - tailored guidance designed to help them define and pursue their path in Romania's music industry. Beyond one-on-one mentoring, the program places strong emphasis on group learning and hands-on industry

exposure. The calendar includes collaborative workshops, monthly check-ins and site visits to organizations such as **KISS FM**, **Sublime**, **HaHaHa Production**, **Universal Music**, **EMAGIC** and **Global Records**, offering mentees invaluable behind-the-scenes insights.

Learning by doing

This year's special project pushes the experience further: **simulating the operations of a boutique artist management agency**. Their "client" is rising Romanian singer-songwriter **Anastasia Sandu** and the mentees are working to build strategies around her career, from branding and promotion to booking and development, under the guidance of their mentors. The goal is to translate theoretical knowledge into practice, while also learning the value of collaboration, creative thinking and strategic planning.

Born out of the desire to create long-term change, **Women in Music Romania** aims to foster a more inclusive and equitable music industry by supporting women at every stage of their careers. The mentorship program is a cornerstone of this mission, providing knowledge, connections and a supportive community for the next generation of women in music. Now at its 5th edition, **the program has directly supported 50 women since its beginning** and continues to be a springboard for new voices, meaningful collaborations and a stronger future for women in music.

WOMEN IN MUSIC ROMANIA



LEARNING BY DOING: INSIDE THE WOMEN IN MUSIC MENTORSHIP PROGRAM

One of the most impactful components of the **Women in Music Mentorship Program** is its hands-on approach, where mentees not only receive guidance, but actively create, produce and collaborate through real-world projects. Since the 3rd year of the program, each new edition has taken on a group challenge designed to build confidence and develop practical skills.

1. From planning to stage: Producing a live concert

In the 3rd edition, mentees were tasked with organising a live concert from the ground up for Romanian dream pop/ indie pop artist Francis On My Mind: from concept to logistics, promotion and production, they experienced what it truly takes to bring an event to life.

So “**Dramaticada**” came to be, a conceptual live show combining drama and mythology in an original artistic narrative. The concert, hosted at Control Club in Bucharest, was a big success.

Mentees explored creative direction, logistics, artist liaison, stage management and audience engagement. They learned to think like producers and storytellers while handling real event challenges. The concert combined artistic vision with professional execution, boosting their confidence to lead projects end-to-end.

2. Writing together: The first all-women songwriting camp

In the 4th edition, mentees took on the ambitious challenge of organizing **HerTune**, Romania’s first songwriting camp exclusively for women. Over 3 inspiring days, 15 female songwriters and producers came together to collaborate, resulting in 11 new demo tracks.

From concept to execution, they managed every detail: designing the camp format, selecting songwriters and

producers, securing sponsors and partners and hosting a listening party to celebrate the outcome. The all-female team created a supportive environment where participants felt empowered and energized by working alongside other women.

3. Managing talent: Simulating a boutique agency

The current edition challenges mentees to simulate managing the career of pop artist Anastasia Sandu. They work on branding, promotion, booking and career strategy, putting theory into practice under mentor guidance. Asked to reflect on the experience so far, Anastasia Sandu shared:

“Collaborating with the 10 mentees from the 5th edition of Women in Music Mentorship Program has been one of the most intense and rewarding experiences I’ve had in such a short span of time. When I accepted the challenge, I didn’t know the girls and they were just starting to form a team. I never would’ve imagined that, just three months later, we’d already have a released single, an official music video, a photo shoot, interviews and even radio pitching underway. I was deeply impressed by their dedication to every detail. I felt heard, supported and together we built a connection through honest communication and mutual inspiration.”

This immersive project develops skills in strategic planning, marketing and teamwork. Mentees gain a real-world perspective on artist management and learn how to adapt to the fast-paced music industry. The experience strengthens their problem-solving and leadership abilities, preparing them for future roles in the music business.

As this year’s journey shows, Women in Music Romania is not just a platform, but a movement built through action.

From mentorship and songwriting camps to live shows, strategy challenges and networking events, our focus remains on learning by doing and on creating real, tangible opportunities for women across the music industry. With every project, we aim to strengthen the community, amplify underrepresented voices, and pave the way for a more inclusive future, one where women are not only present, but leading, creating, and transforming the industry from within.









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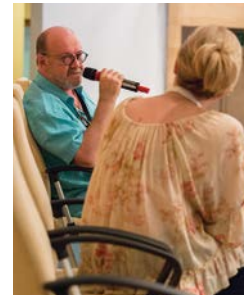


Photo credit Anca & Adrian Coleașă



GLOBAL RECORDS ACADEMY: BUILDING TOMORROW'S HEADLINERS

Do you want to be a star? Perfect, that's exactly what Global Records is here for.

In an industry driven by algorithms, social media posts, unpredictability, numbers, and reach, where everything moves at a fast pace and short-term stats often seem more important than real artistic growth, Global Records stands out by supporting the full journey of an artist, not just a viral moment. They don't just look for the next quick hit, they press play on the full demo, investing in the entire process, from raw potential to polished artistry.

Today, most major labels discover new talent online. Scouting now happens through digital platforms, tracking what's trending, analyzing numbers, and identifying the kind of artists who not only sound great but also have that undeniable digital presence. It's efficient, fast, and data-driven, a reflection of how the industry has evolved.

Global Records embraces this shift, but adds something more: a commitment to development. Beyond the stats and surface, they look for the spark behind the screen, for artists with potential, with stories to tell, and with the hunger to grow. Their approach blends instinct with insight, intuition with information.

Artists are among the most empathetic humans on Earth. And when a crowd sings their lyrics back to them in unison, there's no greater feeling. But before that moment comes, there are countless studio hours, new people to meet and learn from, dance rehearsals, stage

performance coaching, endless fittings to define a personal style, and long days of hard work. Global Records is committed to being there at every step, from day zero.

To support this vision, Global Records created the Global Records Academy

The Global Records Academy is the label's latest initiative, designed to discover and develop new talent in the music industry. Curated and coordinated entirely by the Global Records team, the Academy offers a unique pathway for emerging artists to grow in a highly professional and creatively stimulating environment.

The place where potential turns into opportunity. Through hands-on sessions with experienced producers, vocal coaches, choreographers, and branding experts, the Academy helps artists refine their sound, develop their stage presence, and build a distinct artistic identity.

From songwriting camps and recording sessions to media training and live performance preparation, every element is tailored to equip artists not just for their debut, but for a long-lasting and meaningful career.

"Global Records Academy aims to create the next generation of artists in the spotlight, in front of everyone. We will shed light on what it actually TAKES, and MEANS, to be a music superstar.

It's easy to dream to be the artist you see on the screen. But behind the glamorous life of music artists there are countless hours spent in the studio, on the road, dealing with hectic schedules and enormous pressure. And that requires not only talent, but also grit, work ethic, discipline.

Every step along the way in the process of becoming an artist will be documented and shown to the public. Global Records Academy will give the new artists all the resources they need to break through.

(continued)



2018



Photo credit Anca & Adrian Coleașă



And, maybe more importantly, expose them to the reality of being an artist in this industry. We didn't want to sugarcoat anything. What you'll do in the Academy is very similar to what you'll do after in your artist career if you manage to break through." - Alexandru Pașata, A&R and Head and Creative Director of Global Records Academy

From Demo to Spotlight: This Is Where It All Begins

The journey began with an open call for entries, which closed on September 1st. Artists from all musical backgrounds - pop, rap, R&B, electronic, indie, or any fusion in between - were welcomed to apply. Out of all submissions, 16 to 20 promising voices will be selected to take part in an intensive development experience: the Global Records Academy bootcamp.

This bootcamp is where everything gets real. For several weeks, participants will go through hands-on training that covers every essential layer of being an artist today, from songwriting and vocal coaching to choreography, styling, stage presence, and personal branding. They'll be guided by Global Records' in-house team and some of the best creative professionals in the industry.

At the end of the program, each artist's growth will be evaluated by a jury of experts. Based on progress, potential, and authenticity, a final selection of artists will move forward into the next phase - the broadcast stage.

Here, the spotlight turns on. The selected artists will take everything they've learned and put it into action, performing on a real stage, facing

real artistic challenges, and being introduced to the world. The show marks the transition from behind-the-scenes preparation to full public exposure and the official start of their careers as next-gen music stars.

What's at Stake? Your Future Starts Here. For the artist who rises to the top, the opportunity is career-defining. The winner will receive a €100,000 contract with Global Records, a full investment into their artistic project, covering everything from production and visuals to promotion and strategy. Beyond that, they'll earn a spot on one of the biggest stages in the country, Beach, Please! 2026, and get the chance to collaborate with a well-known Romanian artist. The winner will also join a major national tour as an opening act for an established name, gaining real-world experience and exposure to thousands of new fans. This isn't just a prize, it's a launchpad for a serious music career.

From Discovery to Stardom: The First Success Stories

Some of today's most exciting names in Romanian music began as emerging voices within Global Records. Through consistent development, creative guidance, and a shared vision, they've evolved into powerful artists shaping the sound of a new generation.

rareș (Rareș Mariș) is currently dominating the charts with *Cel mai fericit de pe pământ* - the undeniable song of the summer, heard everywhere and sung by everyone. The track has spent several weeks among the most-played songs on national radio and hit #1 on YouTube, Shazam, Apple Music, and Spotify.



With a country-wide tour underway, rareș is proving he's not just a rising star, he has already made his breakthrough.

Erika Isac has become a bold voice for her generation with Macarena, a feminist anthem that turned her into a national symbol of socially conscious rap. Her ability to combine message with edge continues to win over fans and spark dialogue.

Adi Istrate also made waves with Totul meu, a track that topped the charts and proved his versatility both as a performer and as one of the most promising songwriters in the industry.

NOUA UNSPE has steadily grown from a successful producer behind hits like Miami Bici and Haolo to a leading solo artist with releases such as Regina, Zodiac, Angelina Jolie, and HONEY. Collaborating with some of the industry's biggest names and building a strong presence on platforms like TikTok, NOUA UNSPE is a familiar face on Romania's biggest festival stages and an active participant in cultural projects that extend beyond music.

Their stories reflect exactly what Global Records Academy stands for: nurturing raw talent into fully-formed artists with vision, voice, and longevity.

Global Records stands as one of the leading independent music labels in Central and Eastern Europe, known for its relentless

dedication to discovering, nurturing, and launching new talent. With a sharp focus on supporting artists at the very beginning of their careers, the label provides invaluable opportunities, professional guidance, and a creative environment where emerging voices can grow and thrive.

Boasting a roster of 50 main artists and over 25 more across seven sublabels, Global Records represents a diverse range of genres including Pop, Electronic, Dance, Urban, and regional music styles. This vibrant and dynamic ecosystem has allowed the label to captivate millions of fans worldwide through live performances, digital platforms, and media channels.

In 2024 alone, Global Records released over 700 tracks and produced more than 150 music videos, accumulating over 6 billion streams and views. With a catalogue surpassing 25 billion streams to date, the label's influence and creative power continue to shape the music industry, both locally and globally.

Driven by innovation, authenticity, and a deep connection to both global and local cultures, Global Records remains at the forefront of music development, a true powerhouse committed to transforming raw talent into lasting artistic success and delivering unforgettable musical experiences to audiences everywhere.



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FORWARD MUSIC AGENCY: WHERE TALENT MEETS OPPORTUNITY

Forward Music Agency is one of the key players in Romania’s music industry, representing a roster of 80+ active artists across pop, dance, hip-hop, trap, indie, alternative and folk. Founded in 2014 by Cristi Ochiu, the agency quickly became a reference point for booking and artist management, giving talent the platform, resources, and guidance to reach their full potential. Today, Forward coordinates more than 1,600 live shows each year and works end-to-end with artists, event organizers and industry partners.

Our Mission

Forward Music Agency’s mission is simple yet powerful: to push the boundaries of creativity, innovation, and professionalism in music. We believe that every artist has a unique voice, and our role is to amplify it — not just in volume, but in impact. Through tailored strategies, we help musicians navigate the challenges of today’s industry, ensuring their art reaches the right ears, at the right time, in the right way.

What We Do

The agency’s model is straightforward: tailored, full-service support delivered by a team that understands the market. From strategy, bookings and tour planning to contract negotiation, logistics and on-site execution, Forward supports artists at every step and helps organizers deliver memorable events. By scale, diversity and impact, the company holds a leading position in Romania—both in the size of the roster it represents and in revenue—while staying focused on sustainable careers, not just short-term wins.

Forward collaborates year-round with the country’s biggest festivals—Untold, Neversea, Electric Castle, Beach Please, Massif Festival and SAGA Festival—securing its artists as headliners or special guests and ensuring the right fit between lineup, audience and moment. Headquartered in Romania, its 20+ specialists combine a disciplined, professional approach with a genuine commitment to cultural diversity and innovation in entertainment.



Guided by the mantra “Make the World Listen,” Forward Music Agency aims to turn talent into success and events into lasting experiences. Through professionalism, flexibility and an openness to international partnerships, the agency is building a unique ecosystem in Romania—supporting established names, developing new projects and consistently showcasing Romanian music on the global stage.

A network that opens doors

Over the years, Forward Music Agency has built solid relationships with promoters, venues, media outlets, and fellow industry professionals. This network guarantees that each and every show aligns with the artist’s vision and creates an unforgettable experience for the audience.

Innovation at the core

The music business is no longer just about records and concerts - it’s about experiences. That’s why Forward Music Agency invests in cutting-edge concepts such as holographic projections, immersive stage designs, and interactive fan engagement.

Looking ahead

In the next 3-5 years, Forward Music Agency aims to further strengthen its position in the European market, bringing Romanian talent to international stages and continuing to champion diversity and authenticity in music. Our focus will be on expanding into new territories, embracing sustainable event practices, and innovating the live experience like never before.

Bottom line

Forward Music Agency is a catalyst - uniting talent, opportunity, and audience in a way that redefines what’s possible in live entertainment in Romania. In an industry that never stops moving, Forward’s direction remains constant: always forward.





2019



Photo credit Anca & Adrian Coleașă



INNA, Photo credit Andrei Via

ROMANIA'S RECORDED MUSIC MARKET: A DIGITAL-DRIVEN UPSURGE

Romania's recorded music industry has undergone a remarkable transformation over the last decade, propelled by the rise of digital consumption, the growing professionalism of the rights management ecosystem, and a new generation of globally-minded artists. From streaming to sync, royalties from digital sources are now the engine driving sustained growth in the sector.

1. Sustained Growth: UPFR Data Reveals Momentum

According to the reports published by UPFR (The Romanian Phonogram Producers Association), royalty collections increased steadily throughout 2024 and into the first half of 2025. Total royalties collected reached a peak of 33.3 million RON in Q4 2024—a 29.5% increase compared to the previous quarter. Despite a seasonal decline in Q1 2025, the market stabilized quickly, reaching 26.4 million RON by Q2 2025.

The average quarterly growth rate (Q1 2024 – Q2 2025) stood at +4.2%, indicating not only resilience but a strong underlying trend driven by digital performance.

2. Digital Royalties Fueling the Industry

Revenues from streaming, downloads, and digital platforms continue to expand their share of the total royalty pie. While UPFR's breakdowns are aggregated across user categories, performance-based income from online communication, radio/TV broadcasting, and private copying collectively account for the majority of growth.

Additional reports from UCMR-ADA show that Romanian composers generated over 673,000 USD from international royalties in 2023, reflecting growing global use of Romanian repertoire. On the performance side, CREDIDAM has strengthened its systems for capturing digital exploitation of recordings, improving payout accuracy for artists.

3. Romanian Artists Going Global

In the last ten years, Romania has produced a wave of artists who have built solid international careers:

- INNA: A pioneer of digital-first global success, with charting singles across Europe and Latin America.
- Minelli: Known for international radio and streaming success, signed with Global Records.
- Alexandra Stan, Antonia, and Carla's Dreams: Artists with regional fanbases extending into Central and Eastern Europe.
- The Motans, Smiley, Delia: Domestically strong, with increasing visibility on international streaming platforms.

SHAPE THE FUTURE OF ROMANIA'S MUSIC INDUSTRY. JOIN OUR SURVEY

This year marks a decade since the launch of Mastering the Music Business (MMB). Over the past 10 years, MMB has been dedicated to supporting and elevating the Romanian music scene, providing a platform for artists, professionals, and enthusiasts to connect, learn, and grow together. To continue this mission, MMB, in partnership with iSense Solutions, is conducting a research study to better understand perceptions within the music industry. Your input is invaluable in helping us identify trends, challenges, and opportunities within the sector. By sharing your thoughts, you contribute to a clearer picture of the music landscape in Romania. This insight will inform future initiatives, policies, and events aimed at fostering a more sustainable music industry.

This survey will take approximately 10 minutes to complete.

Before you begin, please note that all information provided is anonymous and will be used solely for statistical purposes. Measures have been taken to ensure the confidentiality and security of your data, in full compliance with applicable data protection laws.

Please scan the QR code below to access the survey. Your feedback is crucial in shaping the future of Romania's music industry.



4. Toward a Mature and Transparent Industry

As the Romanian music market evolves, several challenges remain: improving transparency in digital reporting, increasing the efficiency of collective management, and fostering cross-border collaborations.

Yet the foundations are in place. Romania's digital-native audience, competitive production costs, and strong copyright framework place it in a favorable position to expand further on the international stage.

Conclusion: Poised for Export-Driven Growth
With consistent digital growth, rising international royalties, and a new generation of export-ready talent, Romania's recorded music market is entering a mature phase. The country is no longer just a consumer of global hits—it is increasingly a contributor.



Smiley, Photo credit Dimitri Caceaune

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ROMANIA'S LIVE MUSIC BOOM: FROM HIDDEN GEM TO GLOBAL TOUR DESTINATION

Over the past decade, Romania has quietly evolved from a peripheral presence on the global touring map into a rising star of the live music industry. Fueled by rapidly growing audiences, improved infrastructure, and an explosion of festival culture, the Romanian live music market is no longer a hidden gem—it's a destination.

In the last three years, Romania has welcomed a record number of international superstars. Stadiums, arenas, castles, and seaside resorts now host names once considered far out of reach. What changed? A combination of factors: consistent investment in large-scale festivals, stronger local promoters, and a generation of audiences hungry for live experiences.

From Niche to Mainstream: A Market Comes of Age

While Romania has long had a vibrant underground and local live scene, the shift toward high-profile international events began to accelerate post-pandemic. Promoters capitalized on a renewed public appetite for music, and cities like Bucharest and Cluj-Napoca became central nodes in Eastern European tour routes.

The most significant development? International acts began including Romania not just as a bonus stop, but as a planned anchor date in global tours. Coldplay's decision to add two sold-



Coldplay concert in Bucharest, 2024,
Photo credit Daniel Robert Dinu

out shows at the National Arena in June 2024, for instance, is a testament to this new reality.

It's a remarkable turn for a country that, until recently, was often skipped in favor of Prague, Budapest, or Warsaw. Today, Romania is not only on the map—it's commanding attention.

Festival Power: Driving Growth Through Experience

A major catalyst in Romania's live boom is the explosive success of its music festivals:

- Untold Festival (Cluj-Napoca) has grown into one of Europe's premier electronic and pop festivals. In 2023, it attracted over 420,000 attendees, featuring Imagine Dragons, Ava Max, and David Guetta. In 2024, the lineup expanded further to include Swedish House Mafia and Sam Smith, solidifying its status as a regional juggernaut.

- Electric Castle continues to reinvent the multi-genre experience at the iconic Bánffy Castle. The 2024 edition drew over 270,000 people, with acts like Massive Attack, Bring Me The Horizon, and Khruangbin. And in 2025, it made headlines with the announcement of Justin Timberlake's debut in Romania.

- Beach, Please! Festival in Costinești has emerged as a youth-driven phenomenon in the urban and trap genres. Launched in 2022, the 2024 edition featured Travis Scott, Wiz Khalifa,

and Ice Spice, welcoming over 300,000 fans in what became one of Europe's most talked-about summer festivals.

Romanian Audiences: Passionate, Informed, Growing

Artists and agents alike speak of Romania's crowds with admiration. They're described as warm, engaged, and eager—qualities that artists deeply value on stage. This passion is matched by increasingly professional concert organization: production values are up, logistics run smoothly, and crews are experienced.

In parallel, Romanian fans are becoming more musically cosmopolitan. Streaming culture has narrowed the gap between international trends and local consumption. Whether it's indie rock, EDM, hip-hop or orchestral pop, the demand is there—and growing.

Looking Ahead: What's Next for Romania's Live Sector?

The momentum continues. In 2025, Romania is set to host an impressive lineup of events and artists:

- Jennifer Lopez (July 27, Bucharest, Constitution Plaza)
- Joe Satriani & Steve Vai (July 23, Bucharest,

Roman Arenas)

- Skunk Anansie (July 27, Bucharest, Roman Arenas)
- Snow Patrol (August 8–10, Buftea, Summer Well Festival)
- Till Lindemann (December 4, Bucharest, Romexpo)

And more are expected to follow – Metallica coming back to Bucharest in 2026, among others. As competition grows across Central and Eastern Europe, Romania's unique blend of enthusiastic crowds, experienced promoters, and iconic venues—from castles to the Black Sea—gives it an edge.

Conclusion: A New Chapter Begins

Romania is no longer a wildcard destination—it's a must-stop for artists planning European tours. The local market is maturing, not only in terms of scale but in professionalism and cultural relevance. From major headliners to boutique showcases, the country's live music sector is diverse, dynamic, and poised for even greater success.

One thing is clear: Romania's live music future isn't just promising—it's already unfolding with confidence, scale, and an unmistakable energy that's turning global attention eastward.



Colplay concert in Bucharest, 2024, Photo credit Daniel Robert Dinu

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**LEADER
IN TICKETING
IN ROMANIA**

4 **MILLION**
TICKETS SOLD EACH YEAR

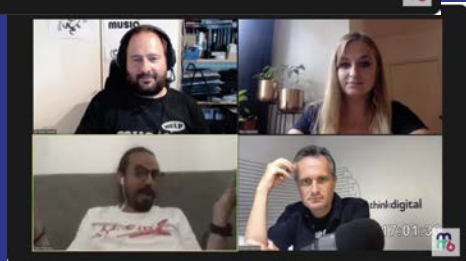
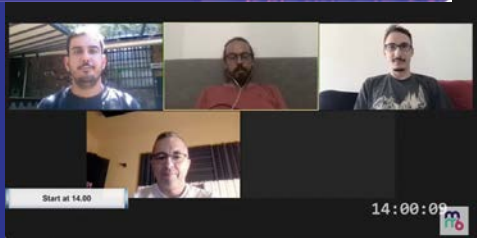
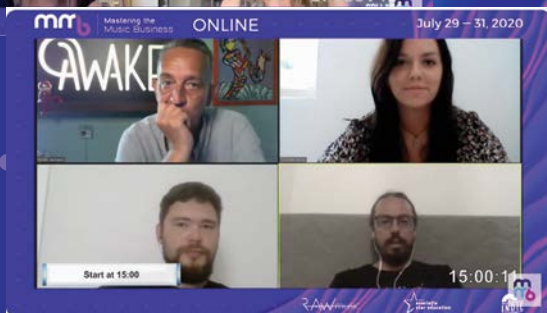
SELLING AND **RESELLING** TICKETS IN **30 CURRENCIES** WORLD WIDE
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AI IN MUSIC, FAIRY GODMOTHER OR DEVIL IN DISGUISE?

AI keeps gaining ground in today's day to day life and the music industry seems to have been an early adopter. The new order shaped by AI tools have divided public opinion into two opposing sides: some think it could be a fresh start for musicians and how music is made while others fear that it will kill creativity and be the end of music how we know it. The truth is that the music industry has long been shaped by technological innovation. From vinyl records in the early 1900s to the rise of digital streaming services in the 2000s, technology has continually transformed how music is made and enjoyed by the public. And although we cannot predict what AI will mean for music going forward, we can look at its most important pros and cons since it has penetrated most stages of music's life cycle.

In the **music creation process**, AI can be a really important tool if used correctly and with caution. The first important gain is that it can help overcome each creative's worst fear: writer's block. Unlike practical skills, that once acquired can be replicated over and over again, creativity is a tricky resource, strongly influenced by environmental and psychological factors. And since human beings aren't machines that can be programmed on demand, AI can help artists overcome creative blocks by offering support with both lyrics and melody. On the lyrical side, it can generate ideas based on a brief, mood, or genre, suggest rhymes, and even rephrase or refine lines for better rhythm and flow. On the musical side, AI can generate melodies that align with a given emotion or set of lyrics, propose chord progressions that suit a specific style, and create instrumental loops to spark new musical ideas. AI tools can also enhance creativity by encouraging artists to experiment with genre crossovers. While the idea of blending styles isn't

new—artists like Jimi Hendrix, Miles Davis, and Queen were pushing genre boundaries as early as the 1970s, and more recently, musicians like Taylor Swift and Skrillex continue to explore cross-genre expression—AI opens up new creative possibilities. By analyzing vast amounts of music from around the world, AI can introduce artists to niche local genres and cultural influences they might not otherwise encounter, making genre fusion more accessible, diverse, and innovative than ever before.

The biggest downside of using AI in the music creation process is its inherent lack of genuine human emotion. While AI may be trained like an Olympian—drawing from the vast “creative database” of human history and capable of writing with more technical precision than even an award-winning artist—it cannot truly feel joy, grief, love, or longing. At best, it can simulate these emotions, but not experience them. As a result, the music it produces risks feeling soulless, leaving audiences emotionally detached. Over time, this could transform music from one of the seven traditional arts, rooted in human expression, into a “fast” product—efficient, consumable, and emotionally hollow—becoming yet another flagship of a consumerist society more focused on output than authenticity.

The next stage is the **music production and process**. Although the pros may seem a lot stronger than the cons in this stage, there are still some important aspects to be considered.

Especially with the technical parts of the process, AI has helped producers and sound engineers work smarter not harder. From arrangement—where AI can provide valuable input on musical structure, suggest instruments and sounds, or adjust tempo and dynamics—to recording, where AI tools can generate vocal tracks, apply pitch correction, vocal doubling, harmonization, and even simulate various musical instruments, the technology offers broad support. During editing, AI can automate audio cleanup by removing clicks, breaths, and background noise, align vocal and instrument timing or pitch, and even split recordings into individual stems (vocals, drums, etc.). In the mixing and mastering stages, AI helps balance levels, EQ, compression, and panning, offers genre-specific

(continued)

mm**b** 2021



Photo credit Anca & Adrian Coleașă

mixing presets, and optimizes the final sound for playback across all devices. Overall, AI provides a wide range of tools that speed up the production process, boost efficiency, and reduce costs.

One of the most significant downsides of using AI in music production is the oversaturation of the market with songs that follow the same production formula. These tracks often lack originality and have questionable artistic and creative value, yet they flood streaming platforms with similar-sounding content. This makes it increasingly difficult for independent, niche, or experimental artists to stand out or be recognized by recommendation algorithms. Another major concern is that the automation of technical, repetitive tasks—like mixing, mastering, or even composing—can undermine skill development among the new generation of music producers. Foundational abilities such as ear training, sound design, and arrangement are crucial for creative growth, and skipping these steps early on may lead to creative stagnation and even the deprofessionalization of the field, as reliance on AI tools replaces deep musical understanding and craftsmanship.

Once a song is released, the next important stage is the **music distribution process**, especially through the streaming platforms.

The rise of streaming platforms has profoundly reshaped how people consume music, shifting away from traditional radio toward a more personalized and on-demand experience. Services like Spotify, YouTube Music, and Apple Music grant users access to vast music libraries, curated playlists, and highly tailored recommendations—powered by AI and machine learning algorithms. These platforms monitor user behavior, including which songs are played, skipped, saved, shared, or looped, and use that data to generate content that aligns with each individual's unique preferences. This shift has revolutionized not only how listeners discover new music, but also how artists, especially emerging ones, connect with their audiences in a highly competitive digital landscape.

At first glance, this may seem like a win-win situation for both artists and listeners: artists can reach audiences who are most likely to enjoy their sound, gaining exposure without relying on traditional gatekeepers like radio stations.

However, the biggest downside lies in how algorithms limit curiosity, musical exploration, and unpredictability. They tend to create filter bubbles, where listeners are primarily exposed to music that closely matches their existing preferences. Additionally, AI systems often prioritize content that's already popular or performing well, favoring mainstream hits and songs that follow familiar, algorithm-friendly patterns. This occurs because AI is trained on past successes, so it naturally promotes music that fits those proven formulas. As a result, less conventional, experimental, or emerging content—regardless of its artistic value—frequently gets overlooked. Over time, this contributes to cultural homogenization, where musical diversity is stifled, and reduces visibility for creators working outside trending genres, making it even harder for them to break through in an already crowded digital landscape.

AI is also playing an increasingly influential role in **shaping the business side of the music industry**, transforming how decisions are made behind the scenes. By processing vast amounts of data—ranging from streaming behavior and listener demographics to social media engagement and global listening trends—AI can detect shifts in audience preferences, predict upcoming musical trends, and identify emerging talent earlier than ever before. This enables record labels, managers, and streaming platforms to make more targeted and strategic choices about which artists to sign, how to promote them, and when to release their music for maximum visibility and commercial success. In theory, this results in a more efficient, data-driven approach to music promotion—where nothing is left to chance and every move is backed by statistics.

However, this shift toward algorithm-informed business models also comes with significant creative and ethical concerns. When decisions are based primarily on data, originality, experimentation, and artistic risk-taking often take a back seat to what's already trending. For example, TikTok trends have played a major role in influencing what kind of music labels push—resulting in a wave of short, catchy, often formulaic songs designed to go viral in under 30 seconds. Similarly, AI-generated trend analysis

(continued)



2022



Photo credit Anca & Adrian Coleașă

has led to an increase in artists mimicking the styles of popular acts like Drake, Olivia Rodrigo, or The Weeknd, because those sounds are proven to perform well algorithmically.

This system also reinforces existing inequalities. Established artists with strong streaming numbers and large followings benefit most from algorithmic marketing and playlist placement, while newcomers or independent musicians, even if talented, are often overlooked because they lack the historical data to compete. Over time, this not only makes it harder for fresh voices to break through, but also threatens the diversity and richness of the music landscape. With more artists chasing the same trends to gain algorithmic visibility, there's a real risk that music becomes increasingly repetitive, commercialized, and creatively stagnant—losing its depth, individuality, and emotional impact in the process.

In the end, we must address the elephant in the room: the use of AI in music demands serious consideration from both **ethical and legal perspectives**. One of the most pressing issues is **authorship**. As AI tools grow more sophisticated, it's increasingly unclear who should be recognized as the true creator of an AI-generated track—is it the user who inputs the prompt, the developer who built the tool, or the AI system itself, which legally cannot hold copyright? In most countries, copyright law protects only human-created work, meaning music generated entirely by AI often falls into a legal gray area where no one technically owns the rights.

This creates significant concerns around fairness and accountability, especially since many AI systems are trained on vast datasets of existing music—often using copyrighted works from real artists without their knowledge, consent, or compensation. These systems can learn and replicate stylistic elements, compositional structures, and even the distinct vocal identity of a musician, allowing AI-generated outputs to closely mimic real artists. Yet, the original creators receive no recognition or royalties, despite their influence being embedded in the AI's training. Such practices blur the line between inspiration and appropriation, and risk exploiting the creative labor of musicians—particularly independent or

lesser-known artists who already face challenges gaining visibility and fair pay in the industry. As AI-generated content continues to spread, the lack of transparency about how these systems are trained erodes trust and raises urgent questions about the ethics of using human creativity as raw material for machine output.

A stark example occurred in April 2023, when a TikTok user known as Ghostwriter977 released “Heart on My Sleeve”, a track featuring AI-generated vocals imitating Drake and The Weeknd. The song went viral—amassing over 15 million views on TikTok, 600,000 Spotify streams, and 275,000 views on YouTube—before it was removed by Universal Music Group (UMG) for violating artist rights. The event sparked global debate about the legal and ethical boundaries of AI music generation.

In the same year, over 200 artists and songwriters—including Nick Cave, Billie Eilish, Imagine Dragons, Katy Perry, and Norah Jones—signed an open letter demanding that AI companies stop training models on copyrighted music without permission. Organized by the Artists Rights Alliance, the letter called for greater transparency, ethical standards, and policy reform to protect creators from having their work repurposed without credit or compensation.

The issue escalated further in June 2024, when the Recording Industry Association of America (RIAA) and major record labels filed a lawsuit against Suno Inc., accusing the company of training its AI music model on copyrighted recordings without authorization.

If left unregulated, these practices could undermine human creativity, flood the market with emotionally shallow, formulaic content, and put genuine artists at a disadvantage. As AI-generated music becomes more accessible and widespread, the call for updated copyright frameworks, clear labeling of AI-produced content, and accountability in data usage is not just necessary—it's urgent. At stake is not just ownership, but the very value we place on human artistic expression in a world increasingly shaped by machines.

Silvana Ene,
Head of Catalogue
Global Records

2023



Photo credit Anca & Adrian Coleașă

MASTERING THE MUSIC BUSINESS 2024

Complete schedule

SEPTEMBER 9 • TUESDAY

10:00 – 10:15 Universal Music Romania Brunch
Powered by Vinil.ro. Artist: Thianna

11:00 – 11:40 (RO) Mastering Music Marketing: Effective Music Promotion Tactics WORKSHOP
Speakers: Corina Vilcu
JANIS JOPLIN ROOM

11:00 – 11:40 (RO) Redefining Music Distribution for a Transparent Future
Speakers: Codruț Andronescu
BEATLES ROOM

11:00 – 11:40 (RO) Rethinking the festival map: where live acts find space to grow
Speakers: Denisa Dan, Sebastian Marcovici, Alex Olteanu, Constantin Covaliu, Iulia Pop, Ionut Tone
ROLLING STONES ROOM

12:15 – 12:55 (EN) HerStory: Katie Melua
Speakers: Katie Melua, Liana Stanciu
ROLLING STONES ROOM

12:15 – 12:55 (RO) Breaking Stereotypes: The freedom of not fitting in and why that matters
Speakers: Cosmin Sipos, Iustin HVNDS, Eligarf, Andrei Irimia
JANIS JOPLIN ROOM

12:15 – 12:55 (RO) The booking game: How to get (and keep) the right booking agent
Speakers: Cornel Ilie, Cristi Ochiu, Daniel Lupu, Andrei Ilie
BEATLES ROOM

13:00 – 13:15 Nest to Flight by Cuib Records. Artist: Simona Delegeanu
LOBBY

14:00 – 14:40 (EN) Managing the Manager: Balancing Professional Demands and Personal Well-Being
Speakers: Sumit Bothra, Monica Munteanu, Jake Beaumont-Nesbitt, Britt Randma
JANIS JOPLIN ROOM

14:00 – 14:40 (RO) Anatomy of a Hit: From Demo to Global Release

Speakers: Alexandru Sanda, Adi Istrate, Andreea Berghea, Oana Tache, Iulia Oană
ROLLING STONES ROOM

14:00 – 14:40 (RO) The Music Industry Explained: Who Does What? - the recording game
Speakers: Daria Costiuc, Mihaela Preda, Catalin Alionte, Victor Rebenciuc, Dan Fintescu
BEATLES ROOM

15:15 – 15:55 (EN) The Manager-Artist Relationship: trust, collaboration, and long-term growth
Speakers: Carina Sava, Sumit Bothra, Katie Melua, Cornel Ilie, Jake Beaumont-Nesbitt
ROLLING STONES ROOM

15:15 – 15:55 (RO) Live Performance Opportunities in Romania: Gigs, Festivals & Touring Beyond Bucharest
Speakers: Iulia Hermeneanu, Dan Vamanu, Bogdan Cotîrță, Patricia Brohanschi, Andra Rotariu, Alexandru Chira
JANIS JOPLIN ROOM

15:15 – 15:55 (RO) Making the Most of the Cultural Worker Status in Romania
Speakers: Iulia Popovici
BEATLES ROOM

16:00 – 16:15 Independent Flavors: Indiero Reception. Artist: Eugenia Nicolae
LOBBY

20:00 – 20:30 S Parvani Violet (SI)
EXPIRAT INDOOR STAGE (Strada Doctor Constantin Istrati 1, București 040542, Romania)

20:35 – 21:05 (S) Kawak (ES)
EXPIRAT GARDEN STAGE (Strada Doctor Constantin Istrati 1, București 040542, Romania)

21:10 – 21:40 (S) Turbo Trans Turisti (RS)
EXPIRAT INDOOR STAGE (Strada Doctor Constantin Istrati 1, București 040542, Romania)

21:45 – 22:15 (S) Bhukhurah (GR)
EXPIRAT GARDEN STAGE (Strada Doctor Constantin Istrati 1, București 040542, Romania)



22:20 – 22:50 (S) Nini Iris (GE)
EXPIRAT INDOOR STAGE (Strada Doctor Constantin Istrati 1, București 040542, Romania)

23:05 – 23:50 (S) Valeria Stoica (MD)
EXPIRAT INDOOR STAGE (Strada Doctor Constantin Istrati 1, București 040542, Romania)

SEPTEMBER 10 • WEDNESDAY

10:00 – 10:15 Rise & Shine: Women in Music Power Breakfast. Artist: Anastasia Sandu

11:00 – 11:40 (EN) AI in Music: Where Do We Draw the Ethical Line?
Speakers: Stanislav Zahariev, Serban Cazan, Elena Stan, Dan Fintescu
BEATLES ROOM

11:00 – 11:40 (EN) Learning by Doing: Empowering Women in Music Through Hands-On Projects
Speakers: Anastasia Sandu, Andreea Magdalina, Andra Andriuca, Oana Fursan, Lea Karwoth
ROLLING STONES ROOM

11:00 – 11:40 (EN) The many roads to breaking an artist: Social Media, Talent Shows & Showcases
Speakers: Irina Marinescu, Ángel Ortí, Peter Astedt, Alexandra Capitanescu, Elizabet
JANIS JOPLIN ROOM

12:15 – 12:55 (EN) Chasing virality or cultivating loyalty? The artist's dilemma
Speakers: Sam Lee, Alina Eremia, Dany Serrano, Britt Randma, Dan Fintescu
ROLLING STONES ROOM

12:15 – 12:55 (EN) The New Schengen Route: Opening Doors for Business in the Balkans
Speakers: Chris Bekiris, Ruth Koleva, Georges Perot, Razvan Manta, Cosmin Ionescu, Ádám Tamás Nagy
JANIS JOPLIN ROOM

12:15 – 12:55 (EN) The Sound of Two Markets: Romania & Bulgaria Talk Music Business
Speakers: Viktor Kasamov, Boris Nikolov, Boral Shen, Diana Munteanu, Ana Filip
BEATLES ROOM

13:00 – 13:15 Bulgarian Music Now - BAMP Reception. Artists: Elizabet & Radostina Nikolova LOBBY

14:00 – 14:40 (EN) Sync Strategies: How to Pitch Your Music to the Right Projects
Speakers: Adina Popescu, Milena Fessmann, Victor Mihalescu, GeorgiaMae Bromley, Everton Lewis, Jr
JANIS JOPLIN ROOM

14:00 – 14:40 (EN) The new festival economy: what today's audiences expect and pay for
Speakers: Nara Pinto, Lisa Nasta, Mihaela Bute, George Carabelea, Tudor Costinas, Dan Fintescu
ROLLING STONES ROOM

14:00 – 14:40 (EN) There is no music industry without music education. What are we giving back? - powered by NEMT
Speakers: Jonas Jansson, Ligita Stramkale, Agnese Rakovska, Daniela Barbu, Zoli Toth, Anca Lupes
BEATLES ROOM

15:15 – 15:55 (EN) Inside the industry ear: Live Feedback from Gatekeepers. Powered by Amplead
Speakers: Jakub Kaczmarek, Lisa Nasta, Julian Emery, Andreea Berghea, Serban Cazan
BEATLES ROOM

15:15 – 15:55 (EN) Monetizing influence: The business of personal branding
Speakers: Monica Munteanu, Mihaela Bute, Boris Nikolov, Lavinia Chican, Oltea Zambori
JANIS JOPLIN ROOM

15:15 – 15:55 (RO) Young and Ambitious: Building a Career in the Music Business
Speakers: Andrei Ilie, Vlad Grecan, Denisa Mitroi, Iustina Duță, Alexandra Ioana Chinzariuc
ROLLING STONES ROOM

16:00 – 16:15 Fresh Cuts. Happy Hour by Watermelon Agency. Artist: Larisa XO LOBBY

20:00 – 20:30 (S) Marcus (RO)
EXPIRAT INDOOR STAGE (Strada Doctor Constantin Istrati 1, București 040542, Romania)

20:35 – 21:05 (S) Ilinca (RO)
EXPIRAT GARDEN STAGE (Strada Doctor Constantin Istrati 1, București 040542, Romania)

21:10 – 21:40 (S) Amphitrio (RO)
EXPIRAT INDOOR STAGE (Strada Doctor Constantin Istrati 1, București 040542, Romania)

21:45 – 22:15 (S) Itinera (HU)
EXPIRAT GARDEN STAGE (Strada Doctor Constantin Istrati 1, București 040542, Romania)

22:20 – 22:50 (S) Pistamashina (BG)
EXPIRAT INDOOR STAGE (Strada Doctor Constantin Istrati 1, București 040542, Romania)

23:05 – 23:50 (S) AFLMŞMP (RO)
EXPIRAT INDOOR STAGE (Strada Doctor Constantin Istrati 1, București 040542, Romania)

SEPTEMBER 11 • THURSDAY

10:00 – 10:15 Morning Frequencies: Rock, Kiss & Magic FM Breakfast. Artist: Alexandra Capitanescu

11:00 – 11:40 (EN) Box office insights: Assessing an artist's live value and taking the risk as a promoter
Speakers: Cristian Stan, Mariusz Maurycy, Emil Ionescu, Laura Coroianu, Dan Fintescu
JANIS JOPLIN ROOM

11:00 – 11:40 (RO) HerStory by Women in Music - Anca Lupes
Speakers: Anca Lupes, Olga Juverdeanu
ROLLING STONES ROOM

11:00 – 11:40 (RO) The DIY artist: creating, promoting and surviving with a small team
Speakers: Radu Osaciuc, Sergiu Mitrofan, Madalina Paval, Andrei Piper, Daria Oglan
BEATLES ROOM

12:15 – 12:55 (EN) Taking a stand: should artists risk their fanbase for their beliefs
Speakers: Gok, Lora, Oana Gheorghiu, Sorana Horșia
ROLLING STONES ROOM

12:15 – 12:55 (RO) Beyond the Mainstream: Navigating the Business of Niche Music
Speakers: Andreea Bugnariu, Herodot, Dan Fintescu, Georgescu Cristian Emilian
BEATLES ROOM

12:15 – 12:55 (RO) Old and New Taxes and Their Impact on the Live Entertainment Industry
Speakers: Maria Voican, Anca Lupes, Olga Juverdeanu, Emil Ionescu, Laura Coroianu
JANIS JOPLIN ROOM

13:00 – 13:15 The Overground Tune in. Overground Music Lunch. Artist: miau.wav

14:00 – 14:15 (RO) Beyond the algorithm: Disrupting creativity to break artists
Speakers: Cojo, Ironic Distors, Dan Fintescu
ROLLING STONES ROOM

14:00 – 14:40 (EN) Wellness Over Workload: Redefining Success in the Music Business
Speakers: Loredana Ifrim, Lisa Nasta, ILINCA, Laszlo Demeter, Cristian Stan
JANIS JOPLIN ROOM

14:00 – 15:55 (RO) Dan Byron's Songwriting Essentials - The Longest-Running Workshop at MMB
Speakers: Dan Byron
BEATLES ROOM

14:25 – 14:40 (EN) The 'Grrr' That Echoed Worldwide
Speakers: Dan Fintescu, Kate Linn, Fantomel, Catalin Alionte
ROLLING STONES ROOM

15:15 – 15:55 (RO) Signing smart: Contracts 101
Speakers: Ana Mirea
ROLLING STONES ROOM

15:15 – 15:55 (RO) The Music Industry Explained: Who Does What? - the live game
Speakers: Dan Fintescu, Roxana Luca, Ana-Maria Ciobotaru, Matei Puscaru, Emil Ionescu, Florin Barbu
JANIS JOPLIN ROOM

16:00 – 16:15 Romania's Music Export Reception by RAW Music. Artist: Cojo

20:35 – 21:05 (S) Jules War (HU)
EXPIRAT GARDEN STAGE (Strada Doctor Constantin Istrati 1, București 040542, Romania)

21:10 – 21:40 (S) Snoe Vane (RO)
EXPIRAT INDOOR STAGE (Strada Doctor Constantin Istrati 1, București 040542, Romania)

21:45 – 22:15 (S) Adina Oros (RO)
EXPIRAT GARDEN STAGE (Strada Doctor Constantin Istrati 1, București 040542, Romania)

22:20 – 22:50 (S) Claro Que No (RO)
EXPIRAT INDOOR STAGE (Strada Doctor Constantin Istrati 1, București 040542, Romania)

23:05 – 23:50 (S) Dora Gaitanovici (RO)
EXPIRAT INDOOR STAGE (Strada Doctor Constantin Istrati 1, București 040542, Romania)

(B) = Break ; **(C)** = Case Study; **(I)** = Interview;

(P) = Panel; **(R)** = Reception;

(S) = Speed Networking Session; **(W)** = Workshop

The schedule is subject to last minute changes. Please check our website – www.masteringthemusicbusiness.ro – or Facebook page for latest updates.

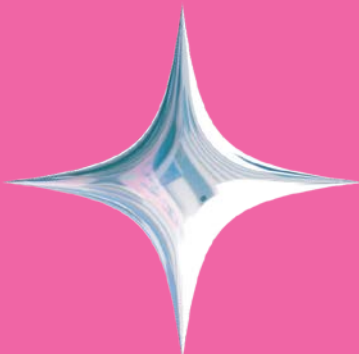
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