



Music industry in Berlin



Music Hack Day Initiator Eric Eitel and the winning team invited to the Deutsche Telekom stand at IFA



tape.tv – On the rooftops #100 – Florence and the Machine

Companies

Ableton
 Beatport
 Bechstein
 Boiler Room
 DEAG
 Dubplates und Mastering
 EuroArts Music
 FluxFM
 Hörstmann
 Unternehmensgruppe
 Magix
 Native Instruments
 Noisy Musicworld
 Simfy
 SoundCloud
 Spotify
 tape.tv
 Viacom International
 MediaNetworks

Labels | Publishers

!K7
 BMG Rights Management
 Bosworth Music
 Bpitch Control
 City Slang
 Embassy One
 Keinemusik
 Kitty-Yo
 Meisel Musikverlage
 Motor Entertainment
 OstGut Ton
 Piranha
 Rolf Budde Musikverlag
 Sony Entertainment
 Traumton Records
 Tresor Records
 Universal Music

Berlin, the capital of the music industry

Around 2,100 companies with more than 14,000 employees have their headquarters on the River Spree and generate a turnover of about 1.02 billion euros per year. Nowhere else in Germany do more people make a living from music and form an international uniquely diverse music scene. The mixture of classical and popular music, small businesses and large multinationals, music/cultural institutes and newcomers has made the city one of the most central music hubs in Europe. Successful music companies such as the market leader Universal Music Deutschland, the concert organizers Deutsche Entertainment AG, the fourth-largest music publisher in the world BMG Rights Management, and piano maker Bechstein can all be found here. But the capital city is also very attractive for start-ups. Software manufacturers such as MAGIX, Native Instruments and Ableton supply cutting-edge music software solutions; the SoundCloud platform can be used to network, promote and distribute music on the Internet. And start-ups such as tape.tv and Spotify are able to firmly establish themselves in Berlin.



»Berlin is creative and dynamic and its large network of hungry entrepreneurs provide the ideal conditions for founders. There are numerous founder events and a genuine start-up scene in certain parts of the city.«

▶ Frank Briegmann, CEO Universal Music Deutschland



»Berlin is one of Germany's most important locations for music and its special event and club scene plus its proximity to large and small labels attract musicians from around the world – with ECHO, ECHO Klassik and our culture conference, we feel like we are in the very best of hands!«

▶ Prof. Dieter Gorny
 President of Bundesverband Musikindustrie e.V.

A city with a beat

Creatively, Berlin is also on an international level. This applies to classical music with internationally leading symphony orchestras such as the Staatskapelle Berlin and the Berliner Philharmoniker, eight other renowned orchestras, three internationally recognized opera houses and numerous ensembles and choirs.

But the other side of Berlin's music scene also sets the tone. The city is a magnet for composers, musicians and DJs from all areas of music. The wide range of professional recording studios makes Berlin the ideal production location and its proximity to the many music events allows companies to adopt trends quickly. The ease of access to the scene makes the discovery and marketing of new artists easier. Plus it has an internationally celebrated club scene. The Berlin Clubcommission, an association of Berlin's club operators, already has more than 140 members alone; it is estimated that a total of up to 400 clubs in Berlin compete to win the public's favor.



The Berliner Philharmoniker orchestra

- ▶ Around 2,100 companies with 14,000 employees and a turnover of about 1.02 billion euros p.a.
- ▶ Headquarters of Universal Music Deutschland, Deutsche Entertainment AG (DEAG), Euro Arts, Sony Entertainment and Viacom International Media Networks
- ▶ Creative music scene as a driving force for the music industry with innovative start-ups such as tape.tv, FluxFM and SoundCloud
- ▶ Closely integrated music and technology scenes with companies such as MAGIX, Native Instruments and Ableton
- ▶ 400 venues and clubs, 10 renowned orchestras, 2 concert halls, 3 opera houses, 100 classical ensembles and 880 choirs, 1,000 rock/pop bands, 1,000 jazz musicians and 1,200 DJs
- ▶ “Capital of Talent”: approximately 3,200 students with a focus on music at the four universities in Berlin and the Hanns Eisler School of Music

Events, Festivals and Awards

Berlin is the city with the most diverse concert and event offering in Germany. Musical events in every imaginable music genre shape the cultural life of the capital city. International stars appear daily in the city, but Berlin also provides countless young up-and-coming musicians with an audience and places to demonstrate their skills. For classical music fans, the annual Berliner Philharmoniker Waldbühne concerts and the West-Eastern Divan Orchestra are must-see events of Berlin’s summer cultural calendar. Then there’s the Classic Open Air at Gendarmenmarkt, Musikfest Berlin and the Young Euro Classic festival, to which the best youth orchestras in the world are invited. For jazz lovers, there is “Jazz in Town” and “Jazzfest Berlin”. Berlin also offers music fans a series of regularly recurring major events that radiate far beyond the city limits, including Fête de la Musique, the ECHO German music awards and festivals such as club transmediale and Berlin Festival.



»Three wonderful opera houses, world-famous symphony orchestras such as the Berliner Philharmoniker and our Staatskapelle Berlin not to mention many other renowned orchestras, ensembles and choirs from baroque to contemporary music – where else does that exist? It’s hard to find a match to Berlin’s exciting and varied music scene!«

▶ Jürgen Flimm,
Director of the Staatsoper Unter den Linden



»As ever, Berlin is one of the most exciting places for creative minds and especially for musicians and the young music industry to invest, network and experience music.«

▶ Katja Lucker
Head of Musicboard Berlin GmbH

Musicboard, Associations and Networks

Important music associations such as the Bundesverband der Musikindustrie and the Verband unabhängiger Musikunternehmen (VUT) have their headquarters in Berlin. In 2013, the Berlin Senate created the Musicboard, the first of its kind in the country. The goal of the Musicboard is to actively support Berlin’s pop music scene and strengthen its cultural and economic appeal beyond the city limits. The Berlin Music Commission and Project Future, the Berlin state initiative to support the growth areas of ICT, media and the creative industries, pursue the objective to intensify interaction within the music scene and with other industries. Clubcommission Berlin has been both the mouthpiece of the Berlin club scene since 2000 and supports its members through industry-specific training, consulting, public relations and networking. The goal of Initiative Musik, an institute funded by the Federal Government for the music industry in Germany, is to promote up-and-coming musicians, integrate people with a migrant background and promote German music abroad.

Festivals | Trade Fairs | Awards

a2n
Berlin Festival
Classic Open Air
Club Transmediale
ECHO Award
Fête de la Musique
Hanns Eisler Prize
JazzFest Berlin
Lollapalooza
MaerzMusik
Musikfest Berlin
Classic Open Air summer
Pop-Kultur
Ultraschall Berlin
Young Euro Classic

Initiatives | Associations

Berlin Music Commission
Bundesverband der Musikindustrie
Bundesvereinigung der Musikveranstalter
Clubcommission Berlin
Deutsche Gesellschaft für elektroakustische Musik
Die Gesellschaft zur Verwertung von Leistungsschutzrechten mbH (GVL)
Gesellschaft zur Verfolgung von Urheberrechtsverletzungen e.V. (GVU)
GEMA Berlin offices
Initiative Musik
Musicboard Berlin
Music Pool Berlin
Project Future
Verband unabhängiger Musikunternehmen (VUT)

Your contact partner in Berlin

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www.berlin-partner.de
www.businesslocationscenter.de/musik

Project Future State Initiative

Project Future – an initiative of the Senate Department for the Economy, Technology and Research – specifically supports the digital and creative economy. As the link between business, science and politics, Project Future has been working for more than 10 years to improve the conditions for the growth area of ICT, media and the creative industries, which includes the music industry, and strengthening the capacity for innovation and competitiveness of Berlin-based companies. Its goal is a creative, innovative and digital metropolis with international influence.

Project Future develops strategies for the city, develops new funding instruments and coordinates the players. Through networks, conferences, workshops and platforms, Project Future organizes exchanges with companies: with each other, across branches and throughout the world.

www.projektzukunft.berlin.de
www.creative-city-berlin.de

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