



Press release

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### **EuroSonic Noorderslag conference program complete**

*including key notes by Bob Lefsetz, Steve Knopper, Alexander Osterwalder*

**Taking place 14 – 16 January 2010 Europe's leading conference and showcase festival EuroSonic Noorderslag will address the current state of affairs within the European music industry during its conference by day and showcase the best and upcoming artists from all over Europe by night. The conference program is now complete and promises to be the most extensive to date with 250 international speakers and over 100 panels, presentations, discussions and award ceremonies.**

A key topic at this year's conference will be the current state of affairs within music distribution of European music in Europe. In "Trans Europe Express -- Moving music" representatives of the European Commission (Department of Education and Culture) together with representatives from the European Music Office (EMO), European Broadcasting Union (EBU), Yourope, Nokia, Impala, IMMF, Buma /Stemra, Clintons UK, Artists and Live Music representatives will present an analysis of the present state of the European music scene, inviting and suggesting recommendations of what still needs to be done to create a truly , accessible and diverse European music market for European repertoire.

Further on there will be several keynotes by key professionals such as Bob Lefsetz, the author of the e-mail newsletter, "The Lefsetz Letter", who addresses the issues that are at the core of the music business: downloading, ticketing and the music itself. Steve Knopper, a contributing editor for Rolling Stone Magazine, who is the author of "Appetite for Self-Destruction: The Spectacular Crash of the Record Industry in the Digital Age" will talk about the position of the traditional record industry within the digital age. Alexander Osterwalder, a leading expert in the international field of business model innovation, will also share his knowledge in his key note on Business Models.

In Digital Music Business Models Niklas Ivarsson (Spotify, SE), Harold de Kort (Sony-Ericsson) and Jurgen Thysmans (Nokia) will show the latest digital business models, technologies, strategies and music services.

Other topics will include 'How to diminish the trash, the overload of CO2 and human waste at festival areas', the changing roles of agents in near future in the 'Agent Panel', with Ed Beckett (Littlebig, Lucy Dickins (International Talent Booking), William Hann (13 Artists, UK), Robin Sumpton (Luger) and Tom Windish (The Windish Agency) and 'What can we learn from football', where marketing director Peter Kentie from the Dutch football team

PSV speaks about their marketing concept and about the innovative way the club uses new media and how this can reflect to artists, festivals and venues.

For the full conference program click [here](#).

The EuroSonic Noorderslag conference takes place from 14 to January 16 in De Oosterpoort in Groningen, The Netherlands.

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Note to editors: From the 1st of July 2008 onwards EuroSonic, Noorderslag Festival and Noorderslag Seminar will be named EuroSonic Noorderslag.

The conference is organised by Buma Cultuur, by appointment of The Noorderslag Foundation.

More information:

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