



14/15/16/ NOV 2013
International Festival for
Urban Bass & Beats

Press release

Hilversum, April 18

Buma Rotterdam Beats changes its strategy

New dates and locations for the international festival for urban bass and beats

Once again this year, Buma Rotterdam Beats is set to take over the city of Rotterdam, with the fourth edition of the international business platform and showcase festival for urban bass and beats taking place in a more central location than in previous years. The heart of the event moves to the yellow route near Rotterdam Centraal Train Station, where several important local cultural spaces are situated. Buma Rotterdam Beats - an event that has attracted praise from a wide variety of music industry insiders both inside and outside The Netherlands - takes place November 14-16th in a fresh networking and festival setting.

"Buma Rotterdam Beats has become well known in a very short time, and is recognised as being a positive stimulus for styles of music that are an important part of the international pop scene," said festival director Roger Brouwn. "The unique character and quality of our event is drawn from sources across several different countries, and we have been asked to organise versions of the event abroad. But our focus is here in Rotterdam, because it's a city full of energy and potential."

The daytime activities (**BRB by Day**) of the fourth edition of Buma Rotterdam Beats will take place at Bird, Bar Rotterdam and HipHopHuis. This year's event will feature colorful and interactive round tables and discussions where people can network and share their knowledge and experiences, as well as hands-on workshops and Q&A's with the most influential names in the music scene. The extensive night time program (**BRB by Night**) includes performances from the very best national artists, as well as reflecting international trends and showcasing major upcoming international artists. The first festival venues and artists will soon be revealed.

The third edition of Buma Rotterdam Beats took place in November 2012 and drew a total of over 5,500 visitors. The professional conference attracted more than 600 delegates from eleven countries, and more than eighty acts played throughout the city over three nights. Artists and speakers included 2Chainz, Joey Bada\$\$, trap pioneers Hudson Mohawke and Lunice, Dope D.O.D., Dave Free, president of Kendrick Lamar's label Top Dawg, reggae superstar Shaggy, and DJ A-Trak – the musical partner of Kanye West. The event also attracted representatives from SoundCloud, The Fader, Top Notch and Interscope, and the winners of the Dutch State Awards, Fresku and producer Boaz v/d Beatz. A major highlight was the Shady Records Beat Pitch where Dutch production talents got the opportunity to have their work critiqued by the VP of A&R for hip hop legend Eminem's Shady Records.

Early Bird Day & Night tickets (access to the full BRB program) are now available.
Individual ticket sales start May 1st.

More information: www.buma-rotterdam-beats.nl

Buma Rotterdam Beats is organized by Stichting Rotterdam Beats, an initiative of Buma and supported by Sena.

This event is part of the yearly agenda of Rotterdam Festivals. For a complete overview visit www.rotterdamfestivals.nl

Note to editors:

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