



PRESS RELEASE

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YouTube keynote at Buma Music meets Tech during Eurosonic Noorderslag

On Friday 15 January 2016, Candice Morrissey, Music Strategic Partnerships EMEA at Google, will deliver a keynote speech about YouTube at Buma Music meets Tech during Eurosonic Noorderslag 2016.

YouTube celebrated its 10th anniversary in 2015, and a lot has happened throughout the year, with the launch of separate apps for Kids, Gaming and Music, as well as the launch of the Red subscription service in the US. Join YouTube for a recap of the year and a small glimpse of what you can expect in 2016.

About Buma Music meets Tech

Buma Music meets Tech is the innovative programme at Eurosonic Noorderslag, initiated by Buma/Stemra which supports and motivates start-ups and accelerates growth. Buma Music meets Tech offers them a platform to promote themselves to, for example, professionals and the public. A network of companies, entrepreneurs, collective management organisations and investors will provide start-ups with the opportunity to evolve into a service with an effective business model. By offering exposure, networking, sharing of know-how and experience with professionals, validation by collective management organisations and a network, Buma Stemra meets Tech acts as kick-start for innovative music-related start-ups. Buma Music meets Tech organizes a pitch programme for start-ups and a conference programme about innovation during Eurosonic Noorderslag 2016.

Start-ups, who meets the criteria, can [fill in the entry form](#). Start-ups can register until the 11th of December 2015.

Tickets

To attend Buma Music meets Tech you need a [Eurosonic Noorderslag conference registration](#).

About Eurosonic Noorderslag

Eurosonic Noorderslag is the key exchange and networking platform for European music, with a proven track record for helping to break new acts on the international live music scene. A sold-out event for many years, Eurosonic Noorderslag attracts over 3,900 professional delegates, including representatives of over 430 international festivals. Eurosonic Noorderslag presents showcases by more than 300 acts alongside a conference

programme featuring 175 panels, keynote speakers, interviews, workshops, dinners, pitches, parties and meetings covering the latest developments in the international music, media and interactive industries. Eurosonic Noorderslag has been responsible for kick-starting the careers of European acts like Ásgeir, Aurora, Bastille, Dotan, Ibeyi, James Blake, Jett Rebel, Hozier, Milky Chance, Royal Blood, Seinabo Sey and Vök. www.eurosonic-noorderslag.nl

Note to the editor / not for publication

- [Download Buma Music meets Tech logo](#)
- [Download Eurosonic Noorderslag logo](#)

- www.buma-music-meets-tech.nl
- www.eurosonic-noorderslag.nl

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- [Eurosonic Noorderslag 2016 showcases 34 acts from 14 CEE-Countries](#)
 - [Keynote interview with Marek Lieberberg at Eurosonic Noorderslag](#)
 - [New names Eurosonic, including Álvaro Soler, AURORA, Oscar and the Wolf, Seinabo Sey and SOAK](#)
 - [Fabrique and SXSW Interactive join specialist jury BMMT Award](#)
 - [Eurosonic Noorderslag expands line-up with 116 names](#)
 - [Conference: Todd Hansen \(SXSW\) confirmed as keynote speaker at Buma Music Meets Tech](#)
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 - [14 promising acts added to the line-up](#)
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