



Press release

Groningen, October 29, 2021

**Music industry entrepreneur Merck Mercuriadis, Sub
Pop founders and more speaking at ESNS 2022
conference**

Also confirmed is Peter Weening, the legendary programmer of club Vera Groningen, plus a tell-all about the Metaverse and what it means for the music industry.



**Music industry entrepreneur Merck Mercuriades will be interviewed by
Helienne Lindvall at ESNS 2022 explaining why songwriters deserve more**

credit. The European Music platform also presents an exclusive keynote interview by Everett True with Sub Pop's Jonathan Poneman & Bruce Pavitt. Peter Weening talks about programming Groningen's underground club Vera for 41 years; and what is the Metaverse and what does it mean for the music industry?

Merck Mercuriadis is a longtime record executive and artist manager who counts Beyoncé, Guns N' Roses and Elton John among his former clients. Mercuriadis is the founder and CEO of the Hipgnosis Songs Fund LTD in 2017, which currently owns over 150 catalogs and 65,000 songs. In a keynote interview - moderated by **Helienne Lindvall** (Swede as Candy Music). The Canadian born music veteran Mercuriades will go into subjects like song management and fair remuneration for composers. 'Songs should be managed with the same respect as artists should be managed'. Sub Pop was founded in 1986 by **Bruce Pavitt** and **Jonathan Poneman**. The Seattle record label signed bands such as Nirvana, Soundgarden, and Mudhoney, central players in the grunge movement. In 1995, the owners of Sub Pop sold a 49% stake of the label to the Warner Music Group. The keynote interview with Pavitt & Poneman, by music journalist **Everett True** will dive deep into the story of the record label.

Peter Weening, long-time programmer of the legendary Vera club in Groningen will be doing a live interview at ESNS 2022. Peter recently retired after 41 years and booked 7000 acts – from Dead Moon, Dinosaur Jr. and Bo Diddley to Pearl Jam, Nirvana and The White Stripes.

In the last six months talk of the **Metaverse** has been everywhere, with predictions that it will revolutionise the relationship between fans and artists by adding new layers of interaction and engagement. In this in-depth session, globally acknowledged virtual reality experts will explain what it is, what it does, and what it could mean for the music industry. Joining this panel – moderated by **Gary Smith** – are **Heather Shaw** (Vita Modus) and **Cortney Harding** (Friends with Holograms). Previously, ESNS announced the first speakers for the conference; a keynote address with Urgenda director and 'leading global thinker' **Marjan Minnesma**, an interview with 'the one billion dollar man' **André de Raaff**, and an interview with **Matt Schwarz** (DreamHaus) by **Greg Parmley** (ILMC/IFF/IQ Magazine).

Anne Lühr (Mental Health in Music) will be running the Mental Health Help Desk.

Find more information about the conference programme at esns.nl/conference

ESNS takes place from January 19 – 22, 2022 in Groningen, The Netherlands. Conference registrations are available in a limited batch at the medium rate via esns.nl/tickets

About

ESNS

ESNS (Eurosonic Noorderslag) is the key exchange for emerging European music talent, with a proven track record of helping to break new acts on the international music scene, with now well-known names such as Alma, Altin Gün, Arlo Parks, Aurora, Black Country, New Road, Celeste, Dua Lipa, Fontaines D.C., girl in red, Hinds, Idles, Mavi Phoenix, Meduza, Melanas, Oscar and the Wolf, Pip Blom, Podium, Pongo, Shame and Sigrid. The conference side of the event attracts more than 4,000 entertainment industry professionals from all sections of the industry, including representatives of over 400 European festivals. Each year, ESNS stages more than 350 showcases all over the city of Groningen as well as offering a comprehensive and focused conference programme of around 150 panels and keynotes, alongside multiple networking opportunities.

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