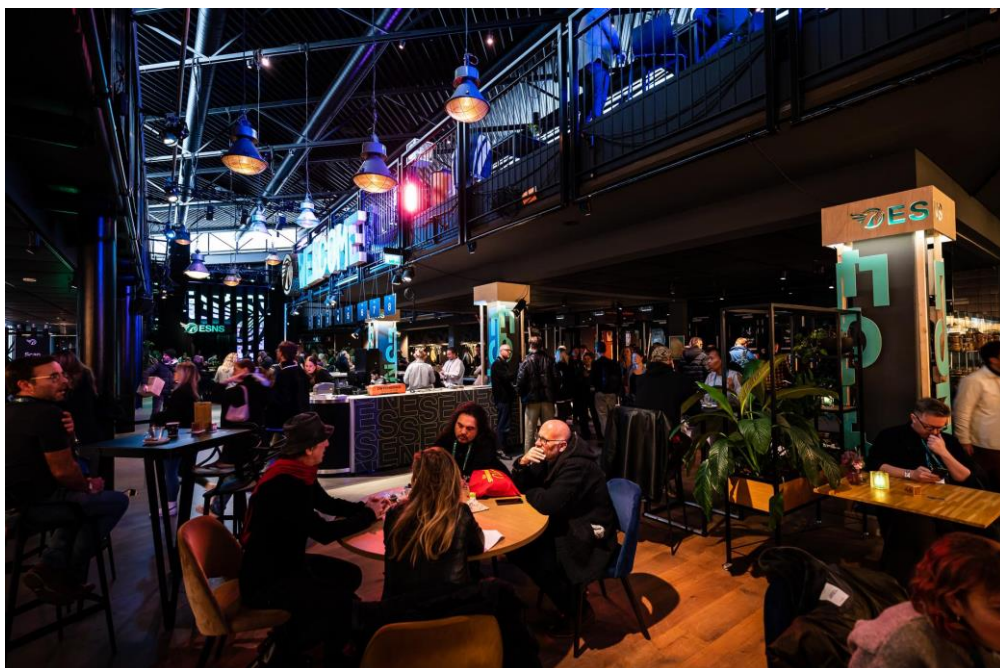


ESNS Announces Keynote Speakers for 2024 Music Conference

Amy Thomson (formerly Hipgnosis, ATM Artists), John Mulder (MOJO Concerts / Live Nation), and Mark Mulligan (MIDiA Research) are the first keynote speakers announced for ESNS24. Other featured speakers confirmed include Justin Lockey (Editors), Ibán García Del Blanco (European Parliament), Helienne Lindvall (ECSA), and George Musgrave (Goldsmiths, University of London).

Festival tickets and conference registrations are available now.



ESNS (Eurosonic Noorderslag), **the key exchange for emerging European music**, announces the first keynotes and featured speakers for its music conference, which will present thought-provoking and industry-leading topics including Sustainability, Safety & Mental Health, Diversity & Inclusion, Technology & Innovation, Focus on Poland, and many more. ESNS24 will take place from January 17 - 20, 2024, in Groningen, the Netherlands.

Keynote Speakers at ESNS24

Amy Thomson is the former Chief Catalog Officer at **Hipgnosis Songs Fund** and CEO and founder of **ATM Artists**, where she executed record releases, marketing campaigns, touring, legal rights and copyright for clients including Kanye West, DJ Snake, Swedish House Mafia, Gorillaz, and Seal. Her passion for catalogue management led her to develop an online application that helps artists manage their metadata. Amy Thomson will

address the music industry's challenges regarding finding, tracking, and tracing metadata across different platforms.

'Nothing is impossible' according to **John Mulder**, who will resign as CEO of **Mojo Concerts**, the Dutch **Live Nation** subsidiary, on January 1. As a troubleshooter and organisational talent, he created the MOJO barrier and is co-initiator of AFAS Live and the Ziggo Dome. In addition, John Mulder is the tour manager of Metallica. During this special keynote interview, John Mulder reflects on his versatile career.

Mark Mulligan is the Managing Director of **MIDiA Research**. As a long-term media and technology analyst, he is considered a leading thinker on the music industry's digital transition. At ESNS24, Mark Mulligan will explore **the rise of the next music business**, explaining that we're already entering the post-streaming era. Mark Mulligan will present a vision for what this new world will look like and who will be the key players.

Newly announced Programme highlights

As the European music industry is gearing up for ESNS, the conference programme is rapidly taking shape with newly announced conference program highlights, reflecting on the current state of the music industry and looking ahead.

Joining the Music Industry Therapists Collective, **Justin Lockey** of English rock band **Editors** will share his insights on mental health on the road, shining a light on touring with Editors. Additionally, **George Musgrave** (Goldsmiths, University of London) will join two sessions about mental health.

European Parliament MEP **Ibán García Del Blanco** joins a panel moderated by **Helienne Lindvall** (ECSA) to discuss the European Parliament draft report on Cultural diversity and the conditions for authors in the **European music streaming market**. The panellists will discuss the findings and recommendations of the report and share insights on how these can contribute to a more inclusive, fair, and thriving music industry in Europe. Helienne Lindvall will speak at ESNS24 about challenges versus new business opportunities in the AI ecosystem and industry responses to streaming fraud.

ESNS Tech is a series of panel discussions curated by innovation specialist and community builder **Turo Pekari** (Music Finland). Experts in the intersection of music and technology will address topics such as **tomorrow's business model**. ESNS Tech will tune into challenges, opportunities and the transformative potential of **Artificial Intelligence** within the music industry.

Discover the full conference program [here](#). More panels and speakers will be announced in the coming weeks.

Attend ESNS24 as a Delegate

Join ESNS at the Conference in January and meet with tastemakers from the European music industry, including representatives from companies like Spotify, Universal Music, Google/YouTube, Live Nation, UTA, See Tickets, MIDiA Research, Pollstar, IQ, and over a hundred European festivals and live music venues.

Registrations for the ESNS conference are available at [ESNS.nl](https://esns.nl)
[Register now](#)

ESNS Conference Registrations include:

- Access to the conference and festival with fast-lane access.
- Access to networking lounges and hospitality options.
- Access to the ESNS Delegates Database to network with other delegates in advance.
- Access to ESNS Analytics, where you can find up-to-date data on artists who performed at previous editions.

Tickets for the festival are available at [ESNS.nl](https://esns.nl).
Buy tickets here: esns.nl/en/tickets

ESNS24 will take place from January 17 - 20, 2024, in Groningen, the Netherlands.

About ESNS

ESNS (Eurosonic Noorderslag) is a non-profit organisation and independent platform dedicated to promoting and discovering new European and Dutch music.

Founded in 1986, ESNS annually hosts a four-day showcase festival and music conference in Groningen, the Netherlands. Uncover the most enthralling emerging European (Eurosonic) and Dutch (Noorderslag) acts ranging from mainstream pop to progressive finds during the festival, which sets the stage for leading European festivals. Expand your knowledge of industry-leading topics and innovation during the conference, geared at trailblazing the music industry towards a sustainable future.

ESNS has proven essential in breaking new European acts into live music scenes throughout Europe and beyond. Launched in 1986, the showcase festival has an impressive history and proven track record of kickstarting the international careers of artists like Altin Gün, Alina Pash, Arlo Parks, Baby Volcano, Deki Alem, Dua Lipa, Fontaines D.C., girl in red, Hania Rani, The Haunted Youth, July Jones, Meduza, Priya Ragu, Pongo, Queralt Lahoz, Sigrid, Tramhaus, Trupa Trupa, and Wet Leg.

Press accreditation

Press is required to request press accreditation to attend the festival. Find all the information on acquiring accreditation to both the festival and the conference on the [online press centre](#) of ESNS.

More information, contact & downloads

Contact ESNS | press@esns.nl

ESNS logo and images - [download](#)

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