

ADE Pro confirms top players for independent artist success with SoundCloud CEO x Mau P, Bandcamp, TuneCore CEO and more

Thursday, 29 August 2024

Amsterdam Dance Event (ADE) reveals a slew of new ADE Pro speakers to supercharge independent success for artists, labels and professionals, with SoundCloud's CEO Eliah Seton with artist Mau P, experts at Bandcamp, and TuneCore CEO Andreea Gleeson to dive into the ultimate tools for independent artists.

The conference also features **Ellen Allien** and **Tresor Berlin's founder Dimitri Hegemann** on the Berlin Techno scene's unique UNESCO cultural heritage status, and Pro talks by **Don Diablo x Laidback Luke**, OVO Sound artist **Naomi Sharon, Smallgod, Jaguar, Miss Nine**, alongside **Warner Music's Senior Marketing Director, CEO of Hospital Records, experts at Glastonbury, ID&T, Primary Talent, SiriusXM** and more.

Independent Success: CEO of SoundCloud with Mau P

In this Insider Knowledge session, global DJ/producer **Mau P** will join **CEO of SoundCloud Eliah Seton** and **SoundCloud's Head of Music**. Together, they will discuss the strategic moves that have defined Mau P's career and rapid success, and how SoundCloud has been instrumental in supporting independent artists like him. This session promises to provide valuable insights for all levels of artists and music professionals looking to leverage digital platforms for success.

Bandcamp: Essential Insider Knowledge

As a true bastion for independence in the modern music scene, **Bandcamp** continues to operate with its artist-first approach, allowing musicians and labels to directly connect with fans while maintaining control over their music rights. This Insider Knowledge session will delve into how Bandcamp's model—where artists earn an unmatched percentage of revenue—has become essential for independent artists and labels. Their top-level team will offer valuable insights into maximising revenue in today's landscape, where direct fan engagement and diversified income streams are crucial for success.

Me and My Manager: Naomi Sharon (OVO Sound)

Singer and songwriter **Naomi Sharon** is the first female artist on record label OVO Sound, founded by superstar Drake, and released her debut album to global critical acclaim. Together with her manager Jasper 'Djosa' Cremers, she shares their journey, work ethic, ambitions and creative process, for an insightful look behind the scenes of a global artist career.

On top of these latest confirmations, ADE recently added superstars **Indira Paganotto, Sara Landry, Laurent Garnier** and **Chris Stussy**, as well as **EMPIRE President Tina Davis, Grimes' manager Daouda Leonard** and many others to ADE Pro.

Attend ADE Pro 2024

The ADE Pro Pass grants access to the full conference program, alongside networking events, the ADE Festival program and more. The last tickets are available at the current Early Bird rate through [ADE's website](#).

The Amsterdam Dance Event Foundation is a not-for-profit organisation dedicated to nurturing electronic music, its culture and its industry worldwide. The organisation devotes itself to stimulating development, innovation and talent, gathering the global industry and laying a foundation for future generations.

ADE Pro Conference

ADE Pro is the ultimate annual business gathering for the global electronic music industry. The four-day conference for music industry professionals runs from Wednesday through Saturday and features dedicated programming covering subjects from marketing, publishing and bookings to sustainability, social change and mental health. The additional networking opportunities with fellow ADE delegates and industry leaders provide an ideal and global basis for deal making and career advancement.

About ADE

The Amsterdam Dance Event (ADE), an initiative of Buma, has grown into the world's largest and most influential club-based festival and conference for electronic music. The event continues to grow and develop each year, with last year's edition featuring over 3,000 artists and 600 speakers in almost 200 venues. The five-day event attracts visitors from over 150 countries and features every conceivable aspect of electronic music culture, with dedicated conference programming, an extensive arts & culture program, live music and DJ/artist performances, all spread across the city of Amsterdam. More information about ADE can be found [here](#).

ADE – Electronic Music Gathers Here
16 – 20 October, 2024

The Amsterdam Dance Event is organised by The Amsterdam Dance Event Foundation.

Founding partner: Buma