

UNDERSTANDING MUSIC CONFERENCES



Report 2025

This presentation marks the first attempt by the Federation of Music Conferences to better understand the sector we aim to represent.

*Currently, we represent **24 out of the 150** more vibrant music conferences we have identified and analyzed worldwide, spanning more than 80 countries across all continents except Antarctica.*

This study is based on survey responses provided by active FoMC members (listed below), and all diagrams are derived from this data. To gain a broader understanding of the sector on a global scale, we have applied a flat 16.67% ratio to estimate figures for the total of 150 stable music conferences. However, these should be considered approximate figures, serving as an initial attempt to quantify and analyze the field.

Therefore, this should not be regarded as an official study; rather, the data should be interpreted with caution, as an exploratory effort to highlight the quantitative and qualitative aspects of this crucial sector—one that plays a fundamental role in fostering a stronger and more resilient global music ecosystem.

Dino Lupelli - FoMC executive board member - Music Innovation Hub

Conferences which participated to this research

[Africa Rising Music Conference](#) - Johannesburg, South Africa | [Athens Music Week](#) - Athens, Greece

[BIME](#) - Bilbao, Spain and Bogota, Colombia | [ESNS](#) - Groningen, Netherlands

[Fifty Lab](#) - Bruxelles, Belgium | [Fira B!](#) - Balearic Islands, Spain

[FOCUS Wales](#) - Wrexam, Wales | [Future Echoes](#) - Sweden

[Linecheck Music Conference and Festival](#) - Milan, Italy | [MaMA Music & Convention](#) - Paris, France

[Most Wanted: Music](#) - Berlin, Germany | [M4Music Festival](#) - Zurich, Switzerland

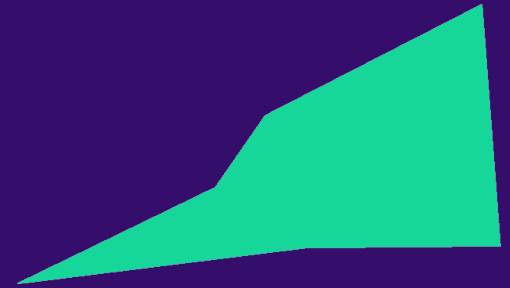
[Primavera Pro](#) - Barcelona, Spain | [Reeperbahn Festival](#) | Hamburg, Germany

[Spike Bulgarian Music Showcase](#) - Sofia, Bulgaria | [Tallinn Music Week](#) - Tallinn, Estonia

[The Music Imbizo](#) - Durban, South Africa | [Viva Sounds](#) - Gothenburg, Sweden

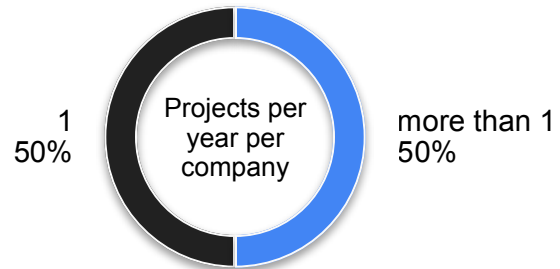
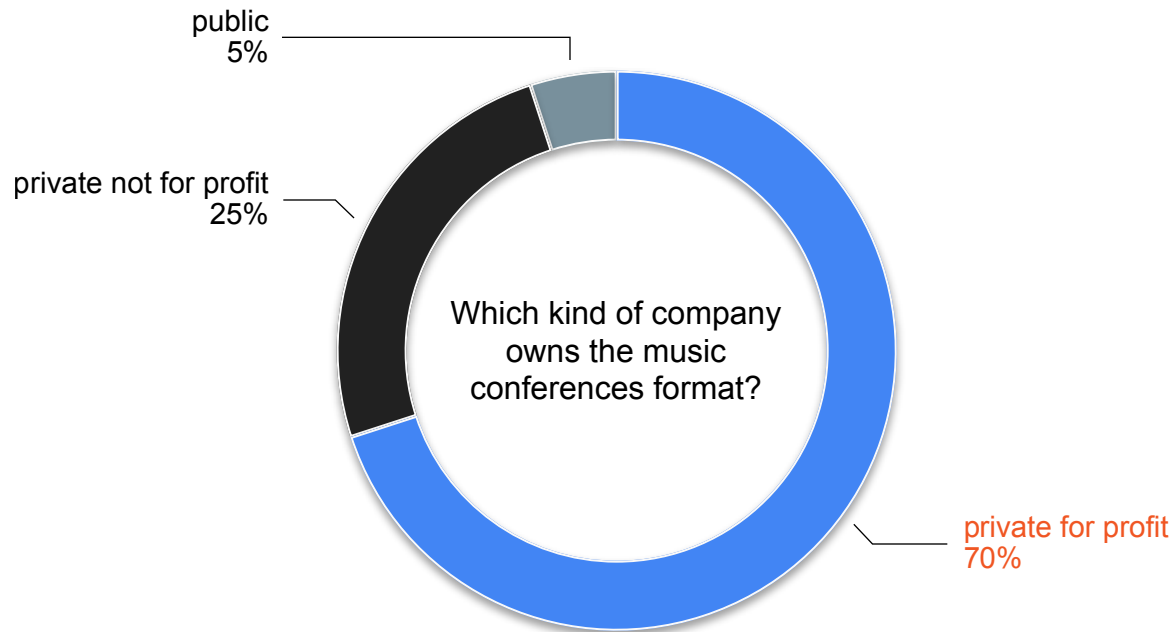
[WISE](#) - Berlin, Germany | [Waves Vienna](#) - Wien, Austria

Main facts about us



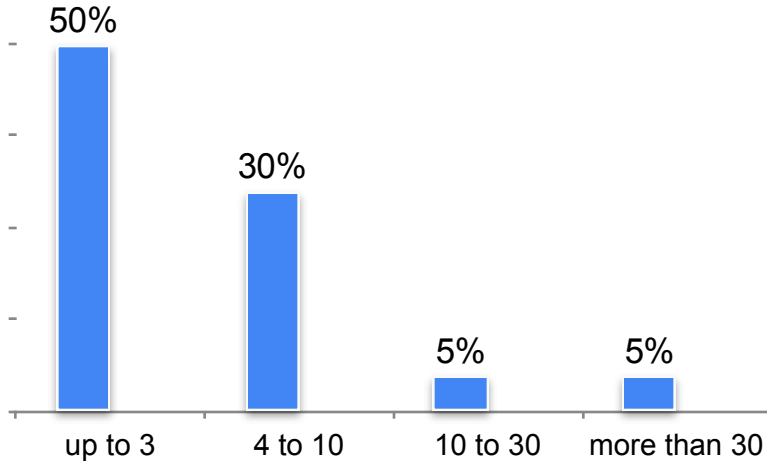
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Organization

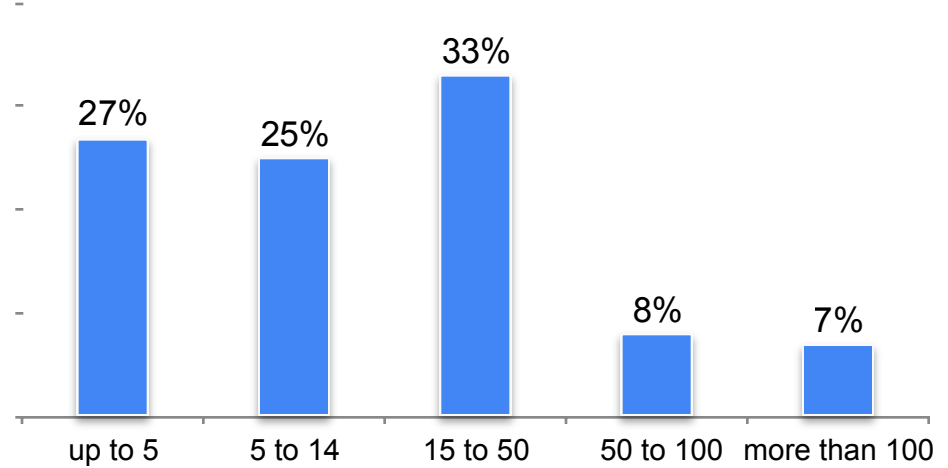


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Team



year round workers including freelancers



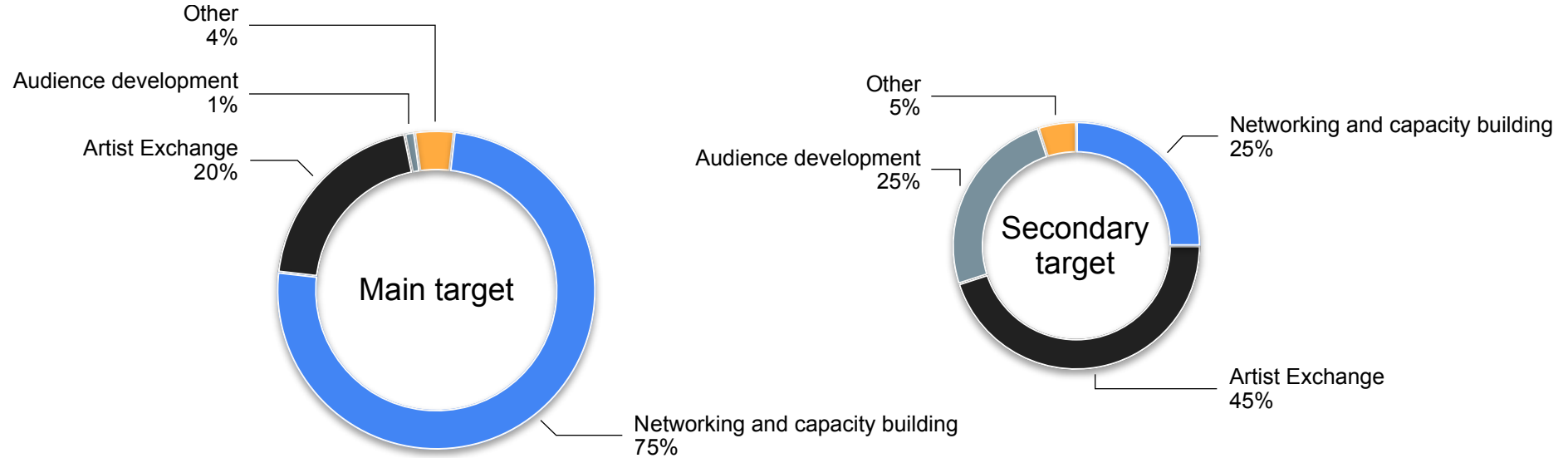
last two months workers including freelancers

> 150 year round workers within the FoMC
 > 1k year round workers in the global music
 conferences circuit

> 400 last two months workers within the FoMC
 > 3k last two months workers in the global music conferences
 circuit

UNDERSTANDING MUSIC CONFERENCES

Targets



More Than Just Music

Beyond the performances and showcases, these conferences are crucial for education, networking, and technological advancement. Panels, keynote speeches, and workshops help industry professionals navigate the rapidly changing music business, from streaming strategies to copyright laws.

Moreover, these gatherings create unparalleled opportunities for artists to be discovered.

A single performance at ESNS in the Netherlands can catapult an emerging musician onto the international stage, just as countless bands have been signed to major labels after showcases at SXSW.

A Legacy of Innovation

While many of these conferences are relatively recent, the oldest among them, NAMM, has been shaping the industry for over a century. Starting as a trade show for musical instruments, it has grown into a powerhouse event influencing everything from gear innovation to live performance technology. Its longevity is a testament to the power of these gatherings—not just as events, but as institutions that shape the future of music.

As the world of music continues to evolve, these conferences remain vital meeting points where tradition meets innovation. Whether it's a festival-style gathering in Berlin, a business convention in Nashville, or an electronic music summit in Amsterdam, each event plays a crucial role in keeping the global music industry alive, connected, and ever-evolving.

A Worldwide Phenomenon

Music conferences span across all continents, each reflecting the unique musical culture and industry focus of its region.

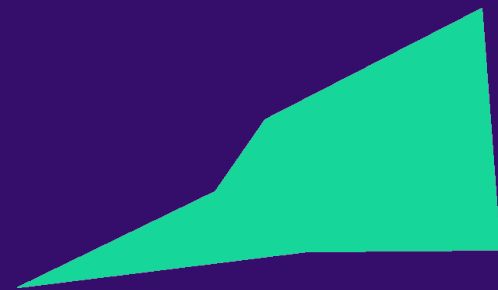
So far we've identified 150 different vibrant music conferences in all continents.

In North America, the **NAMM Show**, held in California since 1902, stands as one of the oldest and most significant events, bringing together instrument makers, producers, and artists under one roof. Meanwhile, **SXSW (South by Southwest)** in Texas blends music with film and tech, turning Austin into a vibrant hub of creativity every year.

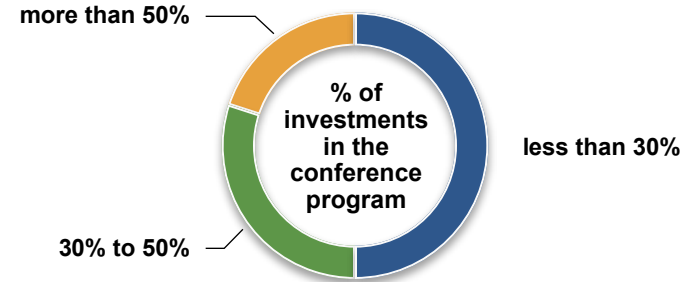
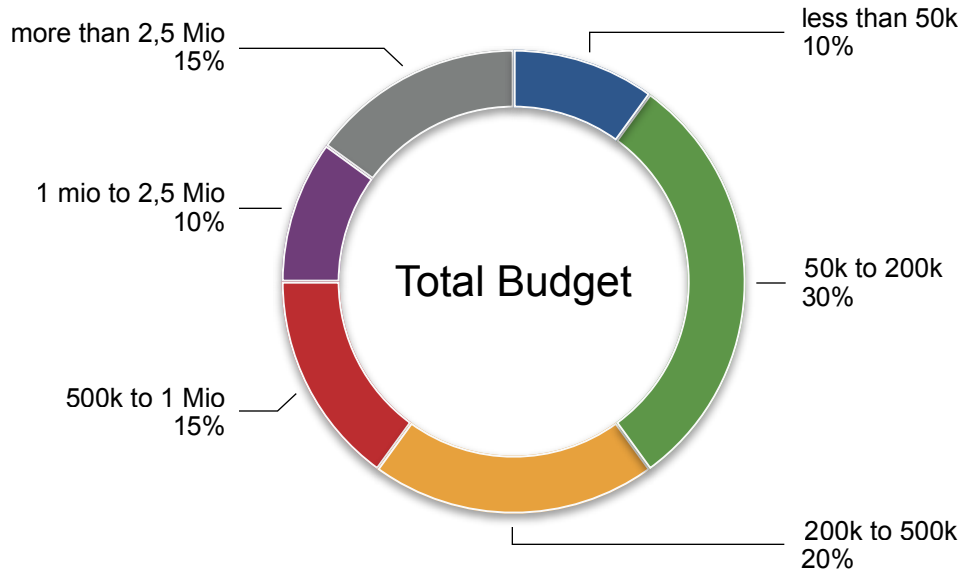
Across the Atlantic, Europe boasts a diverse array of conferences, each catering to different facets of the music world. The French Riviera hosts **Midem**, an essential business-to-business event that has fostered connections between music executives since 1967. In the Netherlands, **Amsterdam Dance Event (ADE)** has become the heartbeat of the electronic music scene, where DJs, producers, and industry professionals converge to shape the future of dance music. Meanwhile, Germany's **Reeperbahn Festival** and **WOMEX (World Music Expo)** celebrate global sounds, giving a platform to emerging and traditional artists alike.

In the Southern Hemisphere, music conferences continue to play a vital role. **Bigsound** in Australia has become a launchpad for rising talent, mirroring the success of similar showcase events in North America and Europe. Meanwhile, in Africa, conferences such as **ACCES (Music In Africa Conference)** bring together musicians and industry figures to discuss the continent's evolving music business.

Budget and revenues



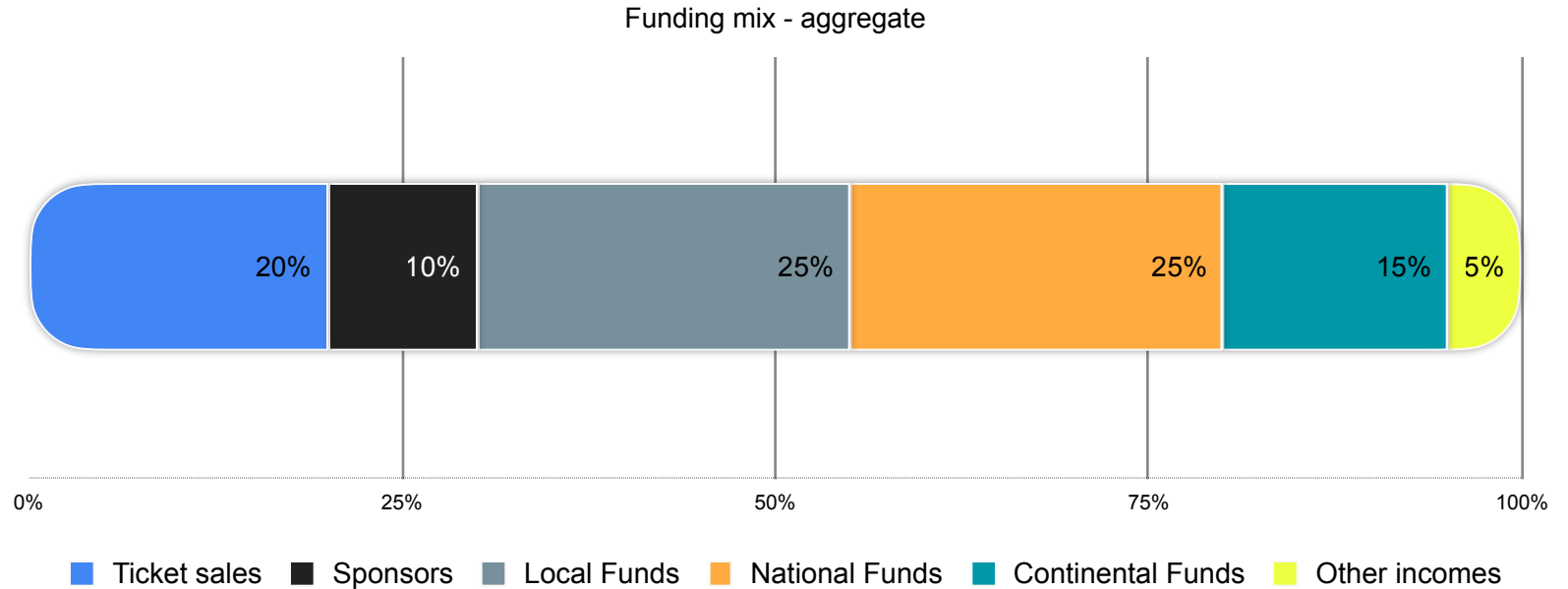
BUDGET



> 40 Mio budget within the FoMC
 > 240 Mio budget in the global music conference circuit

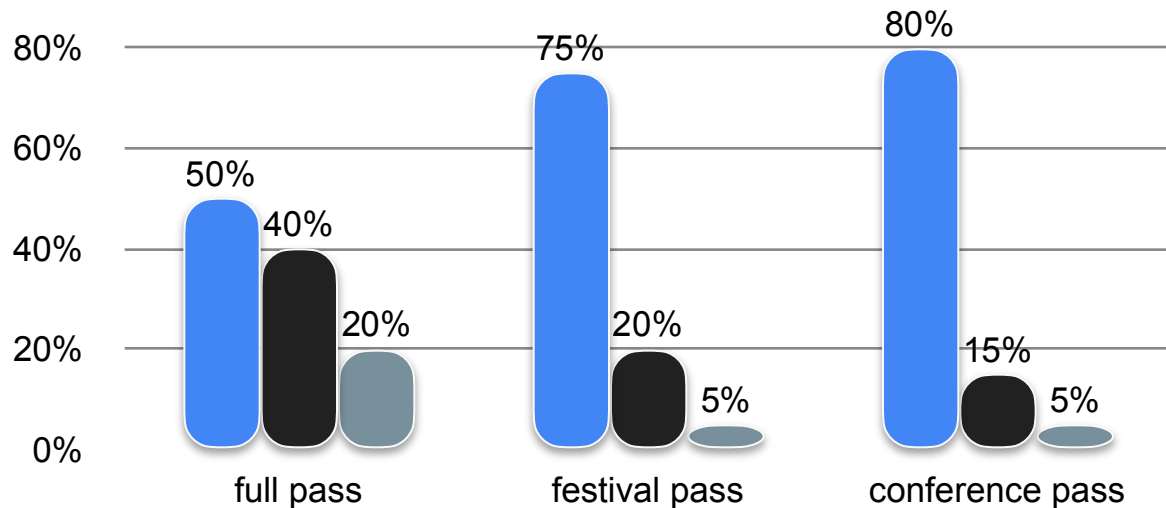
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INCOMES



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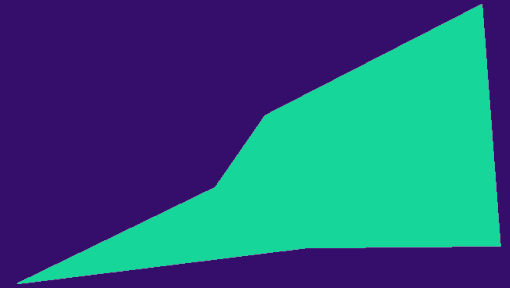
MULTIPLE DAYS TICKETS COSTS



55 % OF MUSIC CONFERENCES
OFFER REDUCED - PRICE
TICKETS FOR FRAGILE
CATEGORIES !

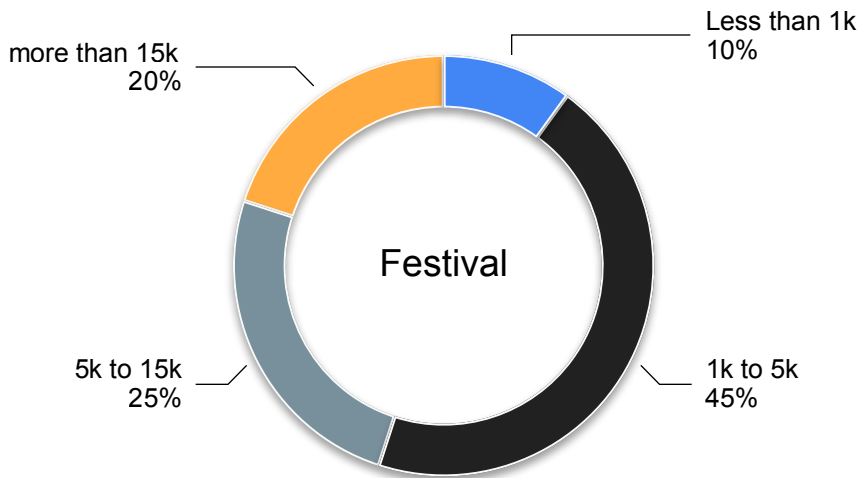
■ less than 100 euro ■ 100 to 250 euro ■ more than 250 euro

Audience



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Audience: numbers

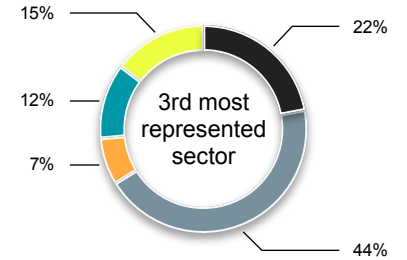
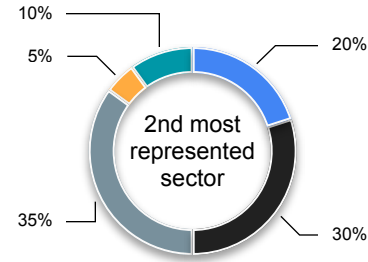
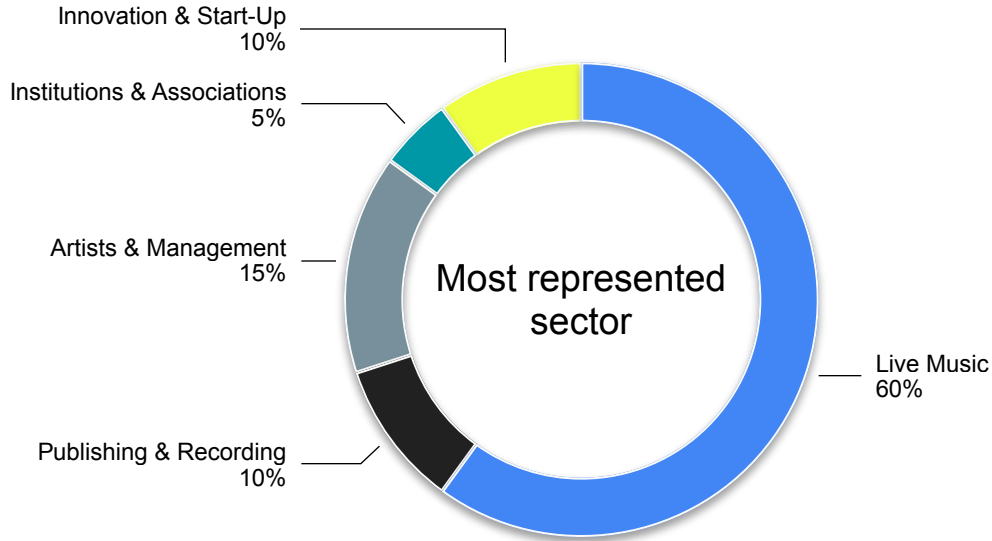


> 170k festival visitors within the FoMC
 > 1 Mio festival visitors in the global music conference circuit

> 23 k conference delegates within the FoMC
 > 138 k conference delegates in the global music conference circuit

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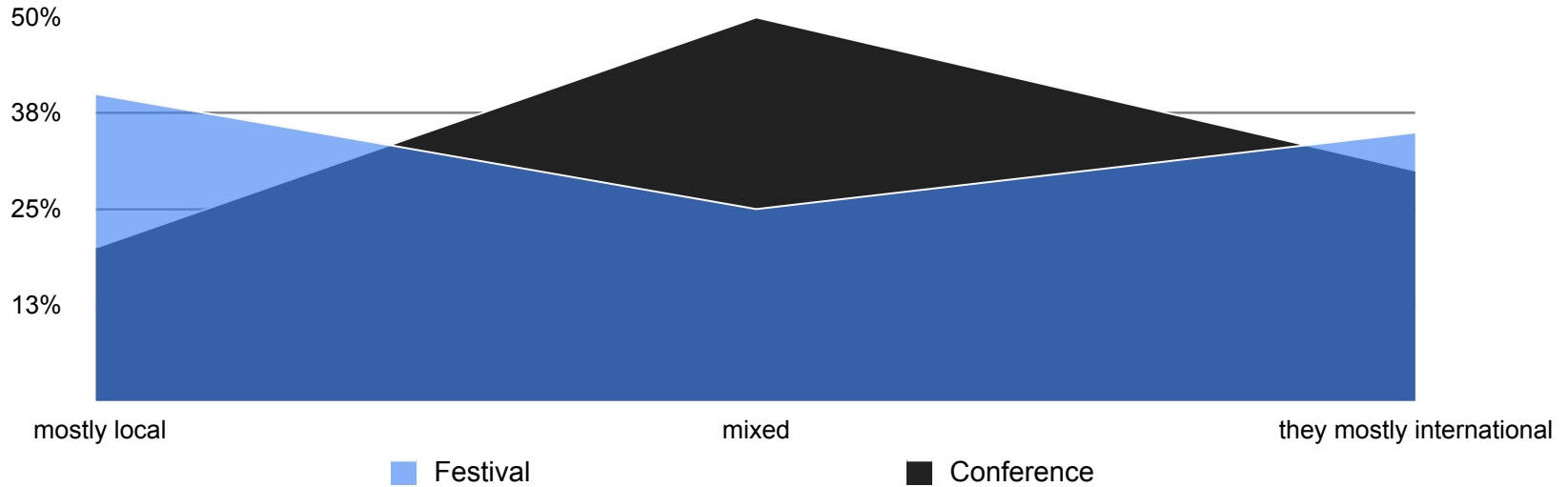
Audience: most represented sectors



- Live Music
- Publishing & Recording
- Artists & Management
- Marketing & Communication
- Institutions & Associations
- Innovation & Start-Up
- Events production

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Audience origins



Based on available data, the combined attendance of several major events exceeds 1 Mio participants.

Here's a breakdown of attendance figures for some prominent music conferences

NAMM Show: Over 62,000 attendees, including more than 10,000 international participants from 125 countries.

SXSW: The SXSW Film & TV Festival reported an attendance of 58,760 over nine days.

Amsterdam Dance Event (ADE): Achieved a record attendance of 500,000 visitors.

Reeperbahn Festival: Expected around 40,000 visitors.

ESNS: Total attendance of 42,756, 42 countries with 3,975 conference attendees.

Folk Alliance International Conference: Recorded 2,264 attendees from 47 countries.

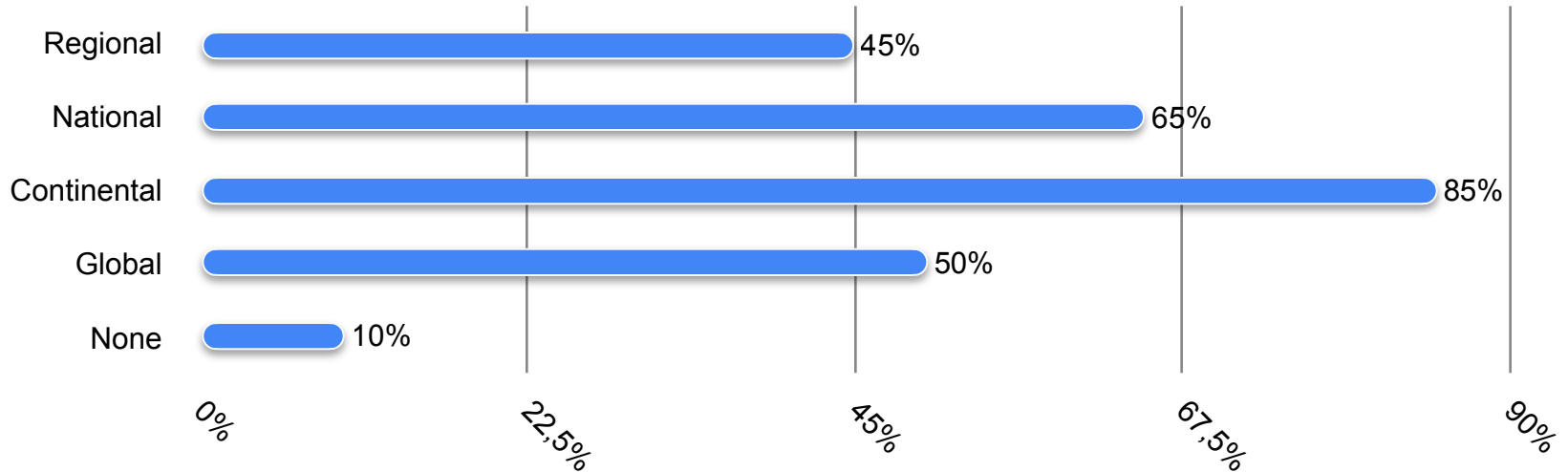
MaMA Festival: Recorded 6855 delegates, 52 countries, 2273 companies present in 2024

Relevance of networking



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Networks



Represented networks within FoMC

A2IM | AAVEA | AFEM | AISBL Fete Europeenne de la Musique | Anna Lind Foundation
| APM | Arts Connect Africa | BMC | Barcelona Forum | Barcelona Global | BV Pop
CCI network | CNM | Community Arts Network | Cutthenoise | Ekhoscènes | EMEE
EMMA | European Talent Exchange | Excite Music | Foment | Giglife | IMMF
Italian Music Festival | Keychange | KUMISA | League8 | Music Cities Network
Music Day Cities | Music Tech Europe | No Callem | Plataforma Jazz España
SACCI | VG Live | VVAT | upBeat | Women In Music South Africa | Yourope

The Power of Music Networks in the Global Music Conference Ecosystem

Music conferences are strategic hubs where professionals build partnerships, emerging artists find platforms, and cultural policies are shaped.

Networks provide structure and continuity to these events by:

- Facilitating International Collaboration – Organizations like Music Cities Network and Barcelona Global help bring together cities and institutions that prioritize music as a tool for urban development and cultural diplomacy.
- Supporting Emerging Talent – Networks such as European Talent Exchange, Excite Music focus on discovering and promoting new talent across borders.
- Driving Gender and Cultural Diversity – Initiatives like Keychange, Women In Music South Africa and Arts Connect Africa play a key role in advocating for underrepresented voices in the industry.
- Strengthening the Independent Music Sector – The American Association of Independent Music (A2IM) and BV Pop provide a strong support system for independent artists and labels.
- Enhancing Business and Technology Development – Music conferences are also spaces where innovation thrives. Networks like Music Tech Europe facilitate connections between music professionals and tech innovators.

A Global Web of Influence

The strength of music conferences lies in their ability to draw from a diverse range of industries, cultures, and artistic movements.

Networks such as Yourope, Live DMA, Live Europe help create synergies between live promoters.

Similarly, Fête Européenne de la Musique fosters a spirit of collaboration across Europe's music institutions.

Regional networks such as KUMISA (KwaZulu-Natal United Music Industry Association) in South Africa, Plataforma Jazz España support genre-specific communities by ensuring that jazz musicians and African music creators receive international exposure while Italian Music Festivals links boutique festival in that country.

These specialized networks allow music conferences to cater to niche audiences while still being part of a larger global conversation.

The Future of Music Conferences & Networks

As the music industry continues to shift due to digital transformation, changing audience behaviors, and global challenges, music networks will become even more essential in shaping the conference landscape.

Initiatives like Community Arts Network and Ekhoscènes demonstrate how local grassroots efforts can connect with global movements to drive long-term change.

Moreover, as conferences become more hybrid—integrating physical and digital spaces—networks like upBeat and Cutthenoise will be crucial in ensuring that digital innovations complement in-person experiences, making events more accessible and interactive.

Ultimately, music networks are the invisible force that keeps the global conference ecosystem thriving. Without them, these events would be isolated gatherings rather than interconnected platforms for knowledge, creativity, and progress. Whether through talent exchange programs, advocacy for diversity, or technological advancements, these networks shape the future of music by turning conferences into lasting movements.

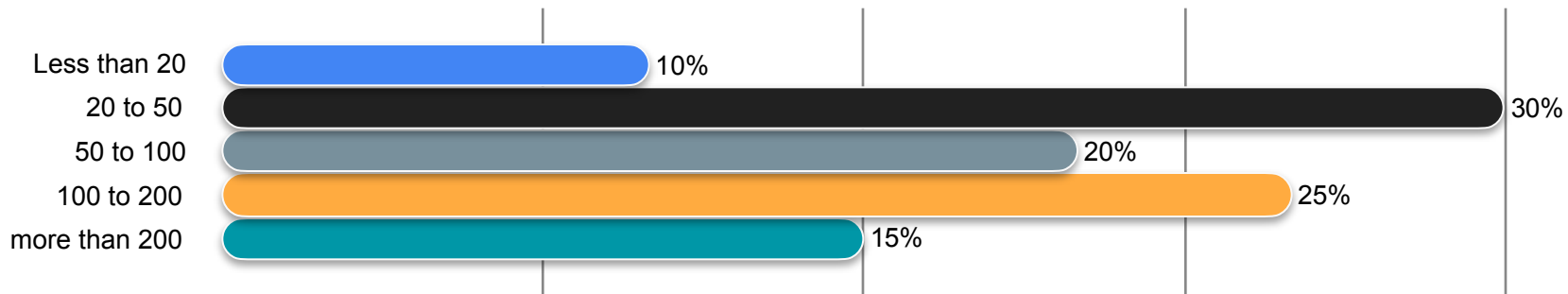
Contents



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Music contents

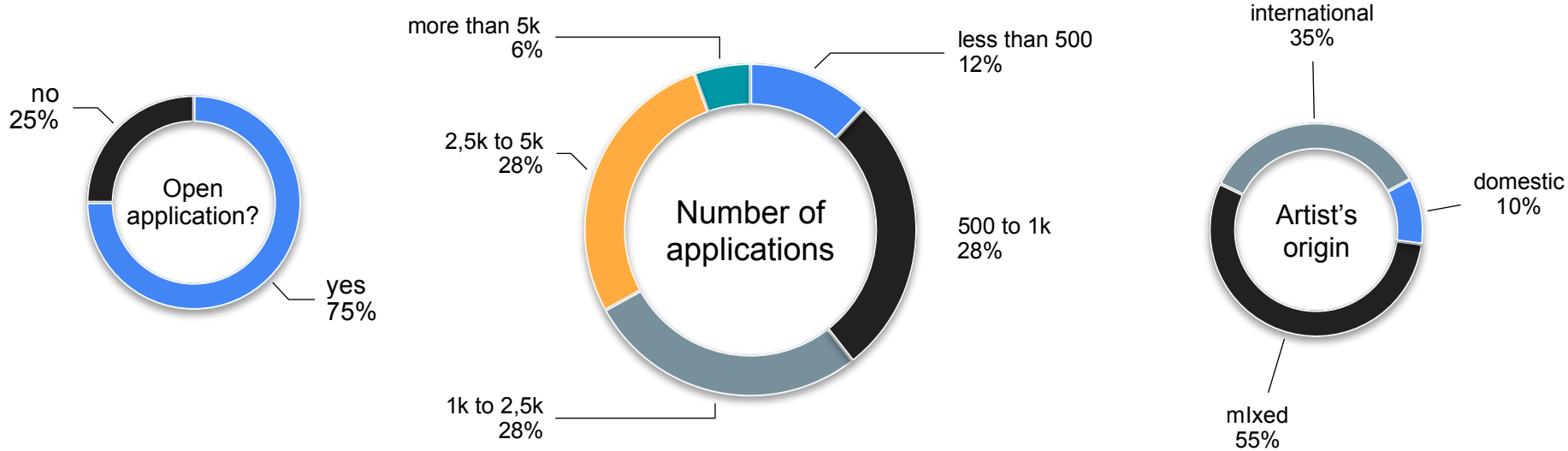
Number of shows per edition



> 2k music shows within the FoMC
> 13k music shows in all global music conferences

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Access to showcases

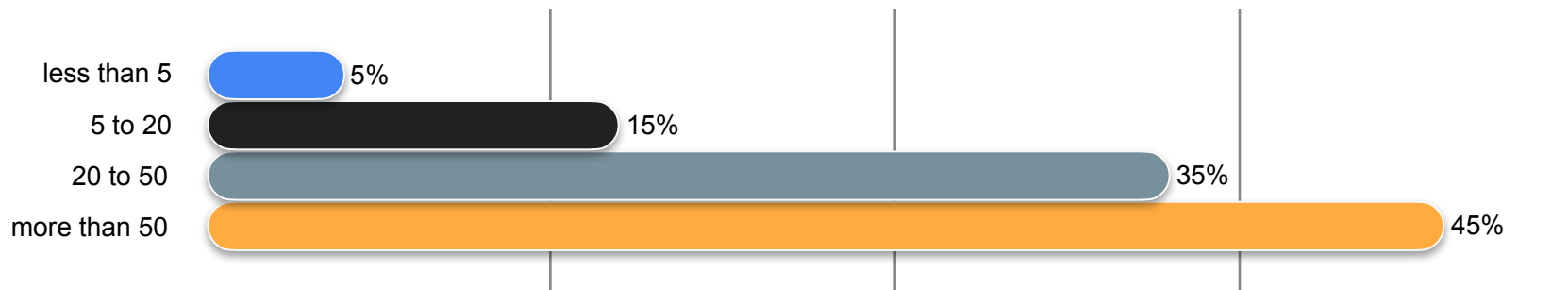


> 25k applications within the FoMC
>113K application in all global music conferences

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Conference program

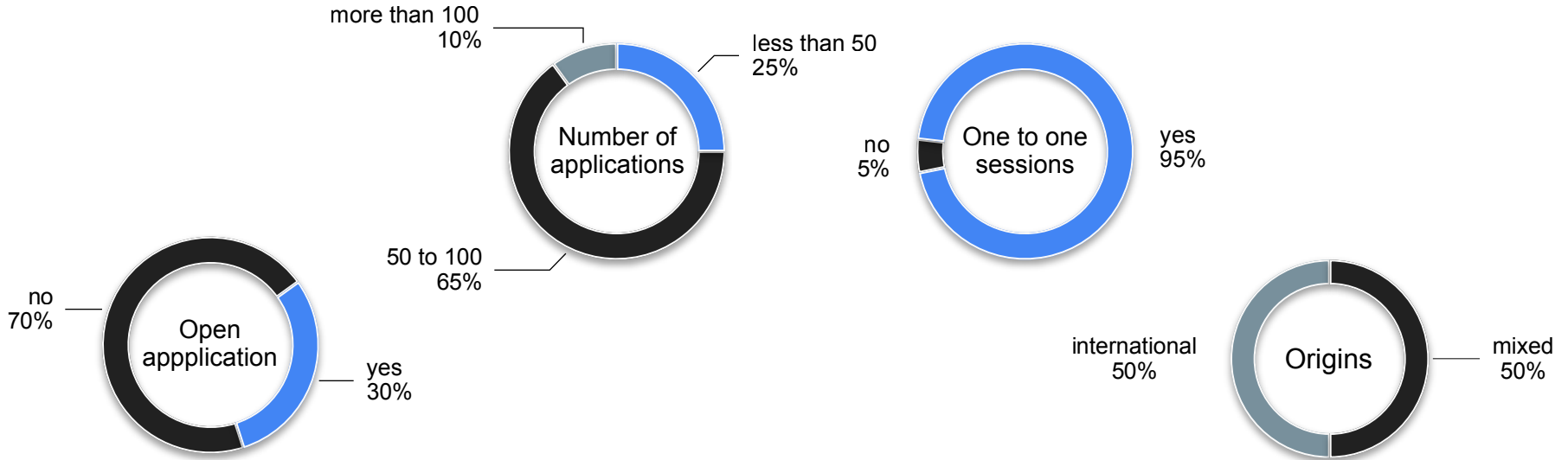
Number of single conference contents per edition



> 1k music conference contents within the FoMC
> 7k music conference contents in all global music conferences

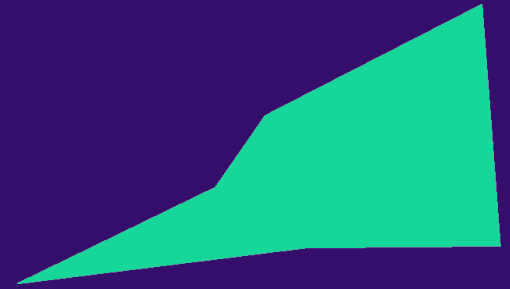
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Access to conference program



> 600 speakers applications within the FoMC
> 30 speakers applications in all global music conferences

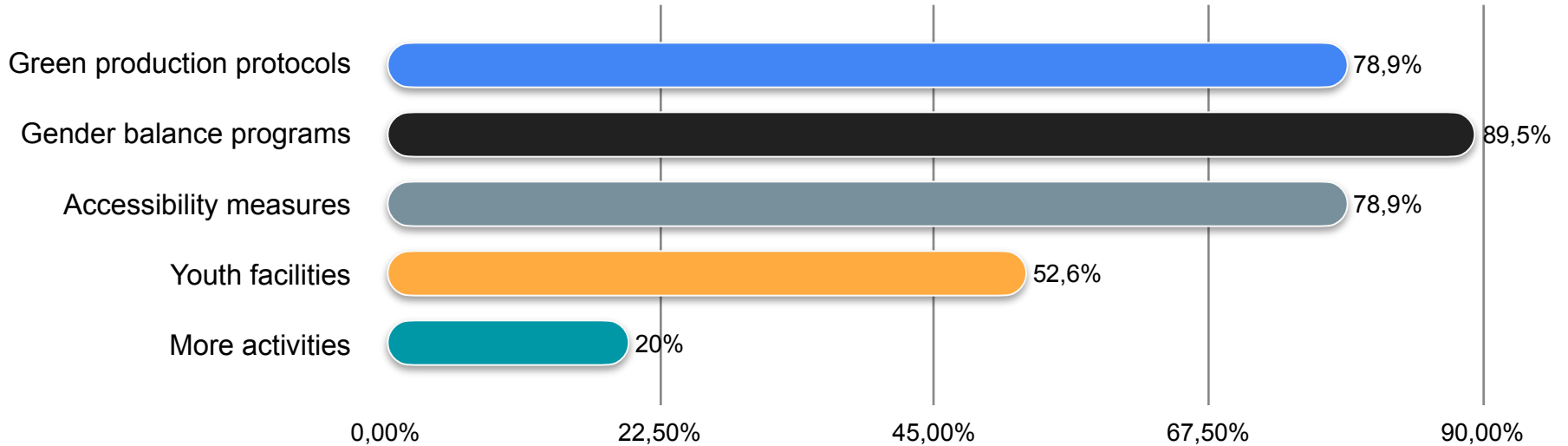
Our values, our visions.



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Social responsibility

Active policies within the music conferences.



Unified Vision & Mission for Music Conferences

The collective vision seems to create a thriving, interconnected and sustainable global music ecosystem that fosters innovation, inclusivity, and professional growth.

- Empower Artists & Industry Professionals.
- Facilitate International Connections.
- Champion Innovation & Sustainability.
- Strengthen Regional Ecosystems.
- Create a Space for Exchange & Discovery.
- Shape the Future of Music & Society.

Challenges and opportunities.



Key Challenges for Music Conferences

Funding & Resources: Lack of funding and local authority support and reliance on short-term contracts.

Market Dynamics: Competition with well-funded conferences, challenges in maintaining showcase relevance and difficulties in monetizing digital promotion.

Logistics & Mobility: Rising travel and accommodation costs for artists, speakers and delegates.

Complexity: Increasing expenses in all areas (venues, staff, fair pay) and growing bureaucratic challenges.

Structural Limitations: Difficulty in scaling teams to full-time operations, especially for non-profit companies.

Key Opportunities for Music Conferences

International Expansion & Industry Partnerships: Strengthening ties with institutions, funding partners, and global industry players to enhance reach and impact.

Showcasing & Export Growth: Positioning as key industry events for talent discovery and cross-border collaboration, especially in the Nordic-Baltic and international markets.

Innovation & Cross-Sector Synergy: Merging music with technology, science, urban development, and other creative fields to drive new opportunities.

Community Building & Audience Growth: Expanding networks, engaging broader audiences, and fostering sustainable year-round industry ecosystems.

Inclusion & Strategic Development: Improving diversity, accessibility, and integration with governmental and nonprofit sectors for long-term industry transformation.



FoMIC

THANK YOU