



## **Day 1 Recap: Mondo.NYC Conference & Music Festival, Oct 11-14 in New York City**

October 12, 2022 (New York City) - The 7th annual Mondo.NYC Conference and Music Festival wrapped its first day on October 11th with programming that touched on everything from touring post-COVID, to artist payments, to strategic investment and alternative financing, to the impact of web3, and more. Last night's "IRL" live showcase performances included Sy'mone, District 97, JUJU, and Al Jacobi at Arlene's Grocery and Her Skin, Alexandra Alden, and Apryll Aileen at The Map Room @ Bowery Electric. There was also an online stream (available [here](#)) that featured performances from The Daydreamers, Thomas Piper, Emmanuel Ohemend III & Perpetual Motion, URBANSKY, and Satch. More details and images from the first day can be found below with full size images available for download [here](#).

The conference will continue today (October 12) through Friday (October 14), with today's program starting at 10am. Highlights will include a fireside chat between RIAA CEO Mitch Glazier and YouTube's Waleed Diab and Carletta Higginson; a panel on diversity, equity, and inclusion (DEI) in the music industry with major label DEI officers; and panel tracks focusing on the Future of Music Creation & Production as well as Music & Gaming and the new opportunities now available to artists. There will also be live IRL performances at DROM (85 Avenue A, New York, NY) at 7pm from EJ Worland, The Brink Of, We the Commas, The Day Dreamers, and Waasii (DJ); The Sultan Room (234 Starr St, Brooklyn, NY) at 7pm from Becca Stevens & The Secret Trio, and 9:30pm from Bloom Twins and :PAPERCUTZ; and Brooklyn Bowl (61 Wythe Ave, Brooklyn, NY) at 8pm from Cha Wa.

**If you would like to attend Mondo.NYC as press, please let me know; it's not too late to add you to the list!**

### **Tuesday, October 11 Recap**



Pictured left to right: Remi Wolf, Stacie George, Jem Aswad, Dayna Frank, Grace Blake

### **The State of the Music Business: Live Music's Long Road Back to Normal**

Mondo.NYC kicked off with a discussion of touring post-pandemic with representatives from every side of the industry. Artist **Remi Wolf** began by explaining the logistical issues artists face post-pandemic, with tour buses, sprinter vans, and gear having been rented out for the past year in anticipation of touring's return. This has made touring much more expensive, as resources are often required to be sourced from other countries like Canada, according to **Stacie George** (Senior Vice President, Booking, Live Nation Northeast). However, demand for tickets is on the rise, and there has been a significant increase in late purchases on the day of or day before an event, according to **Dayna Frank** (CEO, First Avenue Productions; Board President & Co-Founder, NIVA) and **Grace Blake** (Programming Director, City Winery NYC, Pier 57 and Hudson Valley). Moderator **Jem Adwad** (Deputy Music Editor, Variety) also guided the panelists through topics including venue support for staff, self care while touring ("My self care is that I let myself sleep until like 1 in the afternoon," said Remi Wolf), and more.



Pictured left to right: Hannah Karp, Andrew Bergman, Kakul Srivastava, Jonathan Strauss

### **Building the Future of the Music Business Through Strategic Investments**

Led by moderator **Hannah Karp** (Editorial Director, Billboard), Mondo.NYC continued with an insightful conversation surrounding investments in music companies and what those mean for the future of the music business. The panel touched on topics including the key factors taken into consideration when investing in both tech and non-tech focused companies, process of valuation, and acquisitions of companies in the social media space, which **Jonathan Strauss** (Founder and Chief Executive Officer, Create Music Group) called “the next revolution in music” after streaming because of the focus on the audio-visual component that platforms like TikTok, Instagram, and YouTube have focused on. **Matt Pincus** (Co-Founder & CEO, MUSIC), **Andrew Bergman** (Chief Executive Officer, Downtown Music Holdings), and **Kakul Srivastava** (CEO, Splice) also discussed the creator economy, where AI fits into the creative process for artists and music consumers, web3 and the metaverse, and a look forward to what the business looks like in five years and how it’s going to continue to change.



Pictured left to right: Keith Shocklee, Jerome Hamilton, Jerry Wonda Duplessis, Jamie Dominguez, Nikki Fernandez, Zye Cash, John Poppo

### **ARTISTS MUST GET PAID!**

**Nikki Fernandez** (President, NSF NOW Inc.) led the next panel with a message so important it deserves all caps! **John Poppo** (Founder, Pop Productions Inc.) kicked things off by describing the overall landscape and recent legislative progress thanks to the passage of the Music Modernization Act and AMP Act, but cautioned that many artists are not getting the benefits because they have not registered with The MLC and SoundExchange. Recording artist **Zye Cash** then discussed his experiences with TikTok, saying that the platform has given him the ability to make quick, easy money via livestreaming, which allows him to pay his rent and support his child, all while building a fanbase and connecting with them on a human level. Producer **Keith Shocklee** then explained the issues he has faced over song ownership, including getting kicked off of Instagram for a livestream in which he played his own songs. **Jerry Wonda Duplessis** (Owner, Platinum Sound Recording Studios/Wonda Music) also discussed the importance of properly clearing samples and beats, noting that many young artists simply download beats from YouTube and are later sued for not properly licensing them. **Jamie Dominguez** (Regional Director of Business Development & Artist Relations, Sound Royalties) and **Jerome Hamilton** (Director, Headline Entertainment Jamaica) also joined to discuss music rights, metadata, and the need to ensure proper payments.



Pictured: Tatiana Cirisano

### **Future of Music: The Rise of a Music Industry Counterculture - A Conversation between MIDiA's Mark Mulligan and Tatiana Cirisano**

MIDiA's **Mark Mulligan** (Managing Director & Music Analyst) and **Tatiana Cirisano** (Music Industry Analyst & Consultant) presented their most recent research on the changing landscape of streaming and how musicians from all stages are now having to adjust and compete in a fragmented industry. The panel went more in-depth into passive and active fan bases and how artists should focus on how fandom springs from identity. The research encourages artists to shift the focus away from building a traditional mainstream audience and instead focusing on figuring out who their niche active audience is and how to connect with them best. They ended the session by discussing the future of the industry and where they expect it to head next.



Pictured: Rob Sealy and Sam Jackson

## **Converting Followers to Fans: How an Unsigned Band 6X Their Ticket Sales Using Fan Data**

**Rob Sealy** (Head of Business Development, Openstage) and **Sam Jackson** (Artist Manager, Only the Poets) posed the question, “Why are the innovations in sales and marketing across other sectors not being applied to music?” and explained how artists and managers can best understand their “fan funnel” to manage their prospects, leads, and customers, and turn fans into super fans. For example, when Only the Poets were set to open for Louis Tomlinson and the tour was canceled due to the pandemic, they quickly pivoted to capitalize on the fans who were excited to see them. They hosted a competition where fans could sign up to win a Zoom call from the band and were able to capture the contact information of over 1,000 fans through the promotion. They ended up calling all 1,000 fans over the course of a few months, and now that group are highly engaged super fans who are the first to purchase tickets, donate to the band’s album crowdfunding campaign, or support any of their other efforts.



Pictured left to right: Ted Cohen, Jason King, Eli Windau, Stefanie Henning, Ernie Jackson

### **It Isn't Rocket Science (But the Right Skill Set WILL Get You Off the Launchpad!)**

Moderator **Ted Cohen** (Co-Founder & Head of Corporate Development, MediaTech Ventures) led an incredibly valuable conversation with industry professionals and top music program educators around artist development and essential skills to launch their career. Panelists **Stefanie Henning** (AVP, Career and Digital Strategy, Berklee College of Music), **Ernie Jackson** (Classical Guitarist, Musicology Scholar, Educator), **Eli Windau** (Artist Manager & CEO, Green Door Artist Management), and **Jason King** (Chair, The Clive Davis Institute of Recorded Music, New York University) discussed the importance of artists “defining their success on their own, both short and long form on their own terms,” because it requires deep self examination. They also highlighted entrepreneurship and habits, proper relationships with an artist’s team, how to find that team, and how an artist finds their center and “steps away from the diner menu mentality and... find their specialty and take pride in that.”



Pictured left to right: Bill Werde, Suzy Ryoo, David Melhado, Peter Sinclair, Ray Daniels

### **The Demise of the Major Deal: What Happens Next?**

Moderator **Bill Werde** (Director, Bandier Program for Recording & Entertainment Industries, Newhouse School, Syracuse University) led a packed and complex panel discussing where the major labels fit in the modern industry and what their purpose is now for artists with a growing number of independent label services companies popping up. Werde talked with experts from across different parts of the independent artist community, including **Suzy Ryoo** (Co-Founder & President, Venice Music) who emphasized the “need to educate artists and managers that there are independent solutions that can help them future proof their business,” so they don’t lose anything when they’re signed to a label. Fellow panelist **Ray Daniels** (CEO, R.A.Y.D.A.R. Management) also highlighted that “majors aren’t focused on you, they’re focused on the song.” In continuing the conversation around independence from labels and the benefits that come with it, **Peter Sinclair** (CEO & Co-Founder, beatBread) posited that “when you marry check to service, you can hide one behind the other, but when they become independent of each other, they become much more cutthroat and better for the artists,” along with **David Melhado** (Vice President, Music & Marketing, UnitedMasters) who wanted all artists to know that “if you have the entrepreneurial spirit, it can work for you” and that when you’re independent, everyone is in it together. These conversations also continued and touched on the five-year outlook of the independent community, web3, blockchain, and NFTs, as well as challenges going forward to those both in and outside of the major label network.





Pictured left to right: Neeta Ragoowansi, Guna Zučika, Christina "Xtina" Prince, Hallie Anderson

### **Artist Management Entrepreneurship Presented by MMF-US x WIM**

In this panel, **Neeta Ragoowansi** (Senior Counsel, Legal & Business Affairs, Global Citizen) moderated a conversation between experienced music managers **Christina "Xtina" Prince** (Founder, The Blind Youth & GM, Raedio), **Hallie Anderson** (Co-Founder, Rareform), and **Guna Zučika** (CEO, Every Little Thing, MMF Latvia), who are also a part of the Music Managers Forum and Women in Music. In this session they were able to share their knowledge and experience from their diverse journeys within the industry. They touched on traditional and non-traditional management deals, alternative investments and income paths, the importance of creating a brand for your artist, marketing strategies, and more.



Pictured left to right: Dan Runcie, Cardin Campbell, prettyboyshav

### **trac presents: The Future of Artist Monetization - How Web3 Unlocks An Artist's Value**

In this panel, **Dan Runcie** (Founder, Trapital), **Cardin Campbell** (Founder & CEO, trac), and **prettyboyshav** (CEO & Co-founder, Indify) spoke about how artists should be viewed like startups. The panel emphasized that it's not enough to have fans and investors providing artists with funds, strategy is needed in order to turn those funds into results. Web3, along with AI tools like Indify, can give artists access to the "secret sauce" and resources for success without having to sign predatory deals. One recent Indify deal for an undisclosed artist was a 70/30 deal for three years in favor of the artist after a \$10,000 investment was recouped, allowing them to make more in a month than many artists do in a year from streaming, with a 30x to 50x return for the investor. When trying to move beyond super fans and bring in the next tier of an artist's fans, web3 technologies can help close the gap and reach fans who typically haven't invested in music beyond basic streaming subscriptions. The three panelists agreed that there is a radical revolution coming with web3, which will ultimately help independent artists build infrastructure and realize their own value like never before.



Pictured left to right: Guna Zučika, Kofi Mensah, Takuya Yamazaki, Jake Beaumont-Nesbitt

### **Unlocking a Global Artist Knowledge Network, Presented by MMF-US & IMMF**

**Jake Beaumont-Nesbitt** (Artist Manager & Director of Innovation & Education, IMMF) led a conversation between global music managers **Guna Zučika** (CEO, Every Little Thing, MMF Latvia), **Kofi Mensah** (Artist Manager, MMF Africa), and **Takuya Yamazaki** [Federation of Music Producers Japan (FMPJ), MMF Japan] on their experience and knowledge of thinking globally and acting locally. They were able to touch on the markets of Japan, Africa, and Europe and dive into the different ways they have created opportunities and revenue with their artists outside of major markets, how they are able to reach markets outside of their own, how they were able to build a network worldwide, and what they see for the future of the global music industry.



Pictured left to right: Jesse Kirshbaum, Melanie McClain, Jennifer Frommer, Ryan Leslie

### **Advanced Marketing**

The final panel of the day in the Grand Ballroom was led by moderator **Jesse Kirshbaum** (CEO, Nue Agency), who got the crowd pumped up for a session full of big takeaways. **Ryan Leslie** (Recording Artist, Producer, Technology Entrepreneur, and Investor) got things going by discussing his platform, Superphone, and how text-message marketing can have a huge impact for artists - he described a scenario in which an artist running late for a flight could look through their contacts, find a fan who worked at an airline, and text them to hold the plane. Fellow panelists **Jennifer Frommer** (SVP of Creative Content and Licensing, Columbia Records) and **Melanie McClain** (Head of Community, P00LS & Founder, Blurred Lines) also talked about brand partnerships (akin to being a “patron of the arts,” according to Frommer), influencers (“Musicians should be considered much more than a traditional influencer because they bring so much more to the party,” said Kirshbaum), and the necessity of forming community. According to McClain, creating a community on Clubhouse was the impetus behind her founding of Blurred Lines.



Pictured: Tiamo De Vettori

## **How to Make Full-Time Income with Keynote Concerts, Custom Songs, & Private VIP Concerts**

**Tiamo De Vettori** (Founder/CEO, Musicpreneur Academy) closed out day 1 of Mondo.NYC discussing his journey from musician and songwriter performing for less than 50 people, to becoming a banquet server and college mascot, to writing custom songs and performing keynote concerts at large business conferences with built in audiences. In his words, “fear is the only thing in the world that gets smaller as you run towards it,” and he found a model that worked outside the conventional music industry model and made more than \$20,000 in his first full-time month. He wrote custom songs for couples, companies, speakers, influencers, conferences, non-profits, and fans for between \$7,000 and \$10,000 per song. He now teaches others how to do the very same and make money in new and untapped ways through his MusicPreneur Academy.



Pictured: Sy'mone

In addition to the amazing panels, in-person attendees were able to see incredible live showcases from **Sy'mone**, **District 97**, **JUJU**, and **Al Jacobi** at **Arlene's Grocery** at 7pm, and from **Her Skin**, **Alexandra Alden**, and **Apyll Aileen** at **The Map Room @ Bowery Electric** at 9pm.

For those who could not attend in person, Mondo.NYC hosted an online showcase on YouTube which can be viewed [here](#). The more than 3 hour showcase features artists from all around the world including **The Daydreamers** (Montreal, Canada), **Thomas Piper** (Brooklyn, NY), **Emmanuel Ohemend III & Perpetual Motion** (Philadelphia, PA), **URBANSKY** (Tokyo), and **Satch** (London).

### **More on Mondo.NYC**

Mondo.NYC's conference headquarters is the Williamsburg Hotel, located at 96 Wythe Ave, Brooklyn, NY 11249. People can come to the Williamsburg Hotel during the day to register in-person from 8am to 6pm through Thursday, and until 4pm on Friday; Mondo registrants are welcome to use the space for meetings and networking between 8am and 6pm each day, with post-conference events happening each night.

All Mondo in-person events will strictly comply with or exceed New York City, New York State and US federal guidelines. Accordingly, at this time Mondo does not require proof of vaccination or a negative COVID test. However, with the health and safety of its participants in mind, Mondo reserves the right to revise its COVID-related rules and regulations at any time without notice pursuant to current conditions. Venues may limit capacity and/or have minimum age requirements.

Passes are available for purchase in the lobby of the Williamsburg Hotel for \$499 for four day, all access passes giving attendees access to Mondo conference content including panels,

Q&As, keynotes, special events, happy hours, and more, as well as access to all Mondo artist showcases and a 25% discount on advance purchase of a Mondo 2023 badge. There are also discounted passes available for Artist, Educator, Student & Indies for \$399, \$399 for CLE - Continuing Education credit (Oct. 14 only), \$199 for the Guild of Music Supervisors Track (Oct. 13 only), and \$199 for CLE Student - Continuing Legal Education (Oct. 14 only).

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**About Mondo.NYC:**

Mondo.NYC is an international festival and global business summit of and for music and tech industry insiders and innovators, emerging artists and their fans. Mondo connects fans and creators in a shared mission of empowering artists and advancing ideas in an ever-changing music business and technology landscape. Founded in 2016 by Joanne Abbot Green and Bobby Haber, the event and its year-round content programming have brought together thousands of industry professionals, artists and fans both in-person and online.

**Please note all Mondo.NYC 2022 events are subject to change without notice.**

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