Berlin set to welcome music and tech A-Listers

Thursday 28 March, 2019

Smart Waves to look at AI, Blockchain and Streaming

May 22nd and 23rd sees the first music business and technology conference of its kind taking place in Berlin. With speakers from Facebook, Soundcharts, BMG Rights Management, and the Karajan Institute, Smart Waves will feature two days of intensive sessions with industry leaders from the European music technology scene.

After looking at a number of European cities, the decision to host Smart Waves in Berlin was taken to celebrate the city's role in being a pioneer in European music tech. Berlin has hosted numerous industry startups, many of who will be present and speaking at the event.

The two day conference will look at topics such as how to engage music consumers when streaming services are changing listening habits, how AI will change music production and how blockchain technology can track both plays and payments.

Big industry names due to speak

The headline speaker is Merck Mercuriadis, the CEO and Founder of Hipgnosis Songs Fund Ltd. Merck Mercuriadis currently represents Nile Rodgers and is the former manager of: Elton John, Guns N' Roses, Morrissey, Iron Maiden, Pet Shop Boys, Mary J Blige, Macy Gray and Jane's Addiction.

Other speakers include:

- Matthias Röder, CEO of the Karajan Institute and an Expert on Intellectual Property, AI & Innovation
- Frank Ditz, Head of Entertainment & Media Facebook
- Jovanka von Wilsdorf, Artist profiler and Songwriter at BMG Rights Management
- Melina Krumova, Founder and CEO, Drooble.com, a social network for musicians
- Thorsten Schliesche, consultant to Apple and former GM of Napster
- Frantz Steinbach, Co-investor in Soundcharts, the Market-Intelligence Platform of the Music Industry.

A serious music conference

According to the organisers, Smart Waves is designed to be a serious business conference, rather than a party, where some of the most pressing music tech and music business issues will be discussed.

"The aim of Smart Waves is to inspire, inform and provide networking opportunities", says conference director Konstantin Leschenko. *"We've deliberately limited numbers at the event as we want this to be an intimate gathering that provides real business value to everyone who attends.*

"With that in mind, we chose Berlin over other cities, because there is so much happening here right now in tech and music. When it comes to issues such as AI generated music, AI celebrities, new streaming models or new models to connect the fans and artists, Berlin is where it is at."

Merck Mercuriadis commented, *"I look forward to seeing everyone at Smart Waves in Berlin this spring and discussing why hit songs are as valuable and investable as gold, real estate or oil."*

Smart Waves will take place at the Riverside Studios, located in Berlin's Media Spree, right by the water. The full conference programme is available at the Smart Waves website - https://www.smart-waves-conf.com/

Tickets are on sale now, starting from as little as €298 for attendance on both days.

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Company Contact:

Smart Waves

T. 00447408840348
E. dirk@smart-waves-conf.com
W. https://www.smart-waves-conf.com

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