

A new wave of support comes to European world music: UPBEAT is the first European showcase platform

The mission of UPBEAT, the first ever European world music platform, supported by Creative Europe, is to provide a lifeline for emerging world music artists, showcase festivals, and to foster a European expert hub around the world music genre.



Discover and Be Discovered

The genre of the showcase festival is the foundation of the music industry: **showcase festivals offer a platform for emerging artists** and bands who are often extraordinarily talented and renowned in their home country, and **ready to conquer the world**.

Showcase festivals select performers on an application basis, and often offer short performance slots, between 30–60 minutes. In this short time the performers have to show off (showcase) their **best qualities** and their **unique offering**.

In exchange the showcase festival makes sure that the **audience is filled with music industry professionals**: buyers, agents, journalists, experts and influencers from various backgrounds. Therefore showcase performances are **important stepping stones** towards international fame, as successful shows are often fully booked after a showcase performance.



UPBEAT supports up-and-coming artists by making it possible for showcase festivals to book them risk-free, and by offering **extra visibility and marketing** through the platform project. UPBEAT also adds the platform-supported artists to an **exclusive network** available for world music professionals, making it easier than ever for other prominent festivals to book them.

Artists in the beginning of their career are best supported through UPBEAT, with a special focus on emerging artists from outside the organiser's country, **music in original language** and **new cross-border collaborations**.

The European Expert Hub

Although music is without boundaries, business meetups aren't. With UPBEAT, events for industry experts and stakeholders are easier and less costly to organise. **World music professionals**, such as festival organisers, bookers, promoters, managers, radio DJs and journalists based in Europe have a lot to offer, a lot of **knowledge to share** between each other.

The people who make the diverse European market go around need **more opportunities to get to know each other, to do business and to build alliances**. UPBEAT supports **professional events** at showcase festivals, from networking to in-depth conferences. Events like this, such as the Budapest Ritmo Conference or expert sessions at Tallinn Music Week connect professionals, and promote the **awareness of the world music genre** in the music industry as well.



An Alliance of Showcase Festivals

Supported by Creative Europe, the European Council's framework programme for cross-border cooperation in the field of culture, UPBEAT is a platform that unites world music festivals and showcases. Led by **Hangvető**, a Budapest-based company specialised in festival organisation, cultural strategies and cultural education, UPBEAT counts **13 showcase festivals** among its members: Tallinn Music Week, WOMEX, Budapest Ritmo, PIN Music Conference, Waves Vienna, World Music Festival Bratislava, Saules Muzika Festival, Folkest, Czech Music Crossroads, A to Jazz Festival, Hide & Seek Festival, Méra World Music Festival, and last but not least Pannonica Festival.

Learn more about UPBEAT: <https://upbeat-platform.eu>

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