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## **UPBEAT Universe: digital platform for the rising stars of global beats**

**Artists inspired by heritage and finding contemporary expression and bookers looking for them now have a new digital tool: UPBEAT Universe. Launched by UPBEAT, a 30-strong association of showcase festivals, the platform acts as a matchmaking site connecting performers and music professionals. It promises a digital boost to the world, folk & roots scenes, with 340 artists and 520 professionals already having received UPBEAT support in the platform's first 2 years of existence.**

### **Amplifying diverse heritage and contemporary sounds**

Grounded by Budapest-based 360° music hub, Hangvető, the mission of [UPBEAT](#), the European Showcase Platform for World Music, is to support emerging world music artists as well as articulate voices on the international market, via a support system of member festivals. It ensures sustainable practices, cultural diversity and artistic quality gain ground in a homogenising environment. 340 artists as well as 520 delegates were supported by the platform since 2022, on a steady course of expansion, now setting off its digital branch.

### **Twinkle, twinkle, global star**

Launched at the biggest international expo of world music: WOMEX, the digital platform garnered immediate attention: UPBEAT Universe collected over 160 applicants upon its opening.

The site, powered by gigmit acts as a pledge of quality, increases visibility for artists and ties professional connections closer within the world, folk & roots scenes. Upcoming artists and professionals took note at the industry's major event in Manchester, as the growing number of profiles attest.

### **Gigs made easy**

UPBEAT Universe benefits all joiners: artists receive higher visibility, an easily accessible digital profile and new booking opportunities; professionals can pick from a wider artist pool endorsed by UPBEAT. All members of the platform – [Budapest Ritmo](#), [Napoli World](#) or Tallinn Music Week among them – announce their calls here, giving bands a headstart.

250K artists and 12K promoters are currently using gigmit; UPBEAT Universe is the world- folk- roots themed corner of this expanding galaxy. Standardised press kits, automated applications and concert calendars as well as UPBEAT Universe tag facilitates both artists' and promoters' job in finding each other. Niche clubs and emerging voices can easily fill their calendars with the help of UPBEAT Universe. For a step-by step guide on how to set up your gigmit profiles and attain the pledge, visit the website:

<https://upbeat-platform.eu/universe/>

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