



INOR  
WAY

**Export Norway's aim is to be a service and resource centre for exporters of Norwegian music in all genres and formats (recordings, live, synch, etc.)**

**This includes providing access to information on Norwegian artists and companies, organizing international trade show, conference and industry festival participation, building a substantial network of industry professionals and providing travel support to the most important international showcase and**

**Established in 2000 by the Norwegian music Industry**



**Musicians Union**  
• 7.000 members•



**Recording Artists Association**  
• 3.500 members•

**MUSIC  
EXPORT  
NORWAY**



**Association of Composers and Lyricists**  
• 600 members•



**International Federation of the  
Phonographic Industry**



**Independent Record Companies  
Association**

# Administration 2010

## OSLO



**Eirik Dirdal**  
M.D.



**Helene Dolva Broch**  
Project Manager



**Øyvind S. Larsen**  
Project Manager



**Pål Dimmen**  
Communication Manager

## LONDON



**Jonas Vebner**  
Head of UK Office

## BERLIN



**Siri N. Moe**  
Head of  
GSA office

**+ interns**

- Budget: Approx. £ 1 mill.  
(60 % from Government)

# MUSIC EXPORT NORWAY

AIM: Increase the export of Norwegian music

- National and international industry arenas
- Marketing / Promo
- Business Development Programs, sector meetings and courses (with NOMEX)

## NATIONAL ARENAS

- By:Larm
- Øyafestivalen
- Folkelarm
- Kongsberg Jazz Festival
- Inferno festival

## INTERNATIONAL ARENAS

- Eurosonic
- The Great Escape
- SXSW
- CMJ
- WOMEX
- Midem
- Popkomm
- ILMC
- Jazzahead
- Ja Ja Ja
- + +

## **We work for:**

- **Artists**
- **Composers**
- **Publishers**
- **Songwriters**
- **Labels**
- **Conductors**
- **Management**
- **Producers**
- **Distributors (physical/digital)**
- **Booking agents**

**Population: 4,7 million**

**Average age: 39**

**Internet users: 4,2 million**

**Trends: Total recorded music sales (2009 IFPI numbers)**

**2005: 896 million NOK**

**2009: 696 million NOK**

**Recorded Music Sales by Sector (2009 IFPI numbers)**

**Physical: 76%**

**Digital: 15%**

**Performance Rights: 9%**

✓ **Biggest Digital aggregator: Phonofile (Phonofile + Artspages merged recent)**

✓ **National Chart: VG Lista (top 40 albums + top 20 singles)**

✓ **Biggest retailer: Platekompaniet**

✓ **25 stores nationwide**

✓ **Online Store (both physical and digital)**

✓ **Co-owner of digital service Wimp (similar to Spotify)**

✓ **Collecting Societies:**

✓ **TONO (Performing Rights)**

✓ **Gramo (Producers and artists)**

✓ **Some best-selling UK acts in 2008 - 2010 (according to VG Lista):**

✓ **Mark Knopfler – Get Lucky (15 weeks, peak at no. 1)**

✓ **Muse – Resistance (18 weeks, peak at no. 1)**

✓ **Iron Maiden – The Final Frontier (5 weeks so far, 3 weeks at no. 1)**

✓ **Coldplay – Viva la Vida (41 weeks, peak at no. 1)**

✓ **Duffy – Rockferry (47 weeks, peak at no. 2)**

**Amount of festivals: More than 70 festivals in different genres.**

**Some of the largest:**

- By:larm**
- Øyafestivalen**
- Hove**
- Bergenfest**
- Oslo Live**
- Inferno**
- Norway Rock Festival**
- Notodden Blues Festival**
- Kongsberg Jazz Festival**
- +++**

**Venues:**

**Some of the largest:**

- Oslo Spektrum (9700)**
- Rockefeller (1350)**
- Sentrum Scene (1800)**
- Oslo Concert House (1400)**
- Several outdoor arenas (Valle hovin, Koengen Bergen, stadiums ++)**

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**10 YEARS**

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**2000-2010**

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**NOR  
WAY**