

# **BPI / UK Nordic Trade Mission 2010**

The logo consists of the lowercase letters 'exms' in a bold, yellow, sans-serif font. The letters are set against a solid blue rectangular background. The 'e' and 's' have a slightly rounded, modern feel, while the 'x' and 'm' are more angular.

**EXPORT MUSIC SWEDEN**

**Sweden music market & business  
presented by Anders Hjelmtorp**

5 oktober 2010



## Statistics Sweden:

- Population 9 million
- Median age 41 years
- Currency SEK 1 GBP = 10,8 SEK

## Music world ranking (local music market value):

- Physical sales 16 (17)
  - Digital sales 19 (21)
  - Performance rights 15 (16)
  - Total as music market 16 (17)
- 

RECORDED MUSIC SALES:									
Year	sek (mill)	Change	Physical		Digital		Downloads	Streaming	
2006	942	-3,5%	880	93,5%	62	6,5%	61	1	
2007	842	-10,6%	774	91,9%	68	8,1%	64	4	
2008	782	-7,1%	711	90,9%	71	9,1%	55	16	
2009	861	10,2%	720	83,7%	140	16,3%	75	65	
est. 2010	790	-8,0%	540	68,1%	250	31,9%	90	160	

## Today:

- Digital accounts for 31,9 % of all music sales
- CD albums accounts for 64,2 of all music sales
- Local repertoire accounts for 53,5% (2009 = 47,7% ; 2008=46,7%)

Market value recorded music:

£ 75 000 000

## Topp retailers:

- |                |                             |
|----------------|-----------------------------|
| 1. CD ON       | mail order                  |
| 2. Ginza       | mail order                  |
| 3. Åhlens      | department stores           |
| 4. Statoil     | petrol stations             |
| 5. Maxi/ICA    | food stores                 |
| 6. Coop        | food stores                 |
| 7. Media Markt | shopping malls              |
| 8. Skivlagret  | 11 cd dvd merchandise shops |
| 9. Bengans     | 3 cd dvd merchandise shops  |
| 10. Rocks      | 9 cd dvd merchandise shops  |

MARKET SHARES		2009	2008	2007
1	Universal	29,2%	28,7%	25,5%
2	Sony	25,5%	22,9%	24,8%
3	Warner	18,3%	15,9%	17,0%
4	EMI	13,6%	15,0%	18,5%
5	Bonnier Amigo	7,8%	10,0%	11,0%
6	Sound Pollution	2,1%	2,5%	n.a.
7	Playground	1,9%	2,3%	3,2%
8	Nordisk Film	1,6%	2,7%	n.a.

**Bonnier Amigo Music sold in 2010 to Cosmos Music Group**

IFPI Svenska Gruppen Tegnérgatan 34, Box 1429, 111 84 Stockholm  
+468-735 97 50, [info@ifpi.se](mailto:info@ifpi.se), [www.ifpi.se](http://www.ifpi.se)

## **IFPI Sweden:**

- Runs the Swedish National Chart
- Organize the Grammy Awards
- Board with 4 majors, SOM and 3 independents

### **Managing Director:**

-Ludvig Werner

[ludvig.werner@ifpi.se](mailto:ludvig.werner@ifpi.se)

### **Chairwoman:**

-Maria Molin-Ljunggren

[maria@lionheart-int.com](mailto:maria@lionheart-int.com)

IFPI Svenska Gruppen Tegnérgatan 34, Box 1429, 111 84 Stockholm  
+468-735 97 50, [info@ifpi.se](mailto:info@ifpi.se), [www.ifpi.se](http://www.ifpi.se)

# SOM - The Swedish Independent Record Labels

- 295 Swedish companies

## Board:

-Jonas Sjöström  
-Peter Andersson  
-Ingela Norrby  
-Patrik Larsson  
-Petra Lundmark  
-Anders Engström

[sjostrom@playgroundmusic.com](mailto:sjostrom@playgroundmusic.com)  
[peter@adoremusic.se](mailto:peter@adoremusic.se)  
[ingela@biwarecords.se](mailto:ingela@biwarecords.se)  
[patrik@headlockmanagement.se](mailto:patrik@headlockmanagement.se)  
[petra@bdpop.se](mailto:petra@bdpop.se)  
[anders@3no.se](mailto:anders@3no.se)

## Managing Director:

-Mats Hammerman  
(parental leave until 2011-03-01)

[info@massproduktion.y.se](mailto:info@massproduktion.y.se)

SOM  
Box 178  
851 03 Sundsvall  
Telefon: +46 60 12 22 02  
Fax: +46 60 61 90 31  
[info@som.se](mailto:info@som.se)

**SOM** - The Swedish Independent Record Labels

# Swedish Artist & Musicians Organisation

**SAMI is a non-profit organisation that is dedicated to the promotion of the interests of artists and musicians. It can truly be said to be their own organisation.**

**SAMI's main task is to administrate performers' economic rights in Sweden, based on the Swedish Copyright Act (1960:729) and corresponding legislation in other countries within the framework of the Rome Convention (1961) and principally its Article 12. With regards to composers' and song-writers' economic rights these are administrated by STIM.**

**As a so-called "collecting society" for performers, SAMI's primary task is to collect and distribute remuneration for the secondary use of phonograms.**

**The legal right to equitable remuneration covers not only broadcasting but also all other kinds of public use of sounds recordings, e.g. in restaurants, shops and hotels.**

**Furthermore, SAMI also administrates the performers' rights to remuneration for the cable retransmission of phonograms and their right to remuneration to compensate the private copying of their recorded performances.**

**SAMI  
Söder Mälarstrand 75  
SE-118 25 Stockholm, Sweden**

**Phone: +46 8-453 34 00,  
E-mail: [info@sami.se](mailto:info@sami.se)**

**Managing Director:  
Stefan Lagrell  
[stefan.lagrell@sami.se](mailto:stefan.lagrell@sami.se)**

**Swedish Artist & Musicians Organisation**

# Swedish Artist & Musicians Organisation

## **Bilateral agreement with PPL UK**

Gives UK musicians payment for:

- airplay
- tv
- live shows
- private copying funds
- cable payments

**Swedish SAMI was in 2009 the 4th biggest International client for PPL thanks to high national fees for usage and good collection.**

**Swedish Artist & Musicians Organisation**

## **STIM - the Swedish Performing Rights Society**

**STIM - the Swedish Performing Rights Society - protects the interests of authors and publishers of music in Sweden. On their behalf, STIM administers and licences rights to music and text.**

**Through its international network, STIM also represents rights to the worldwide repertoire of musical works**

### **Owners:**

- SMFF**
- SKAP**
- FST**

**Publisher organisation**

**Composer organisation**

**Classic composer organisation**

## STIM - the Swedish Performing Rights Society

### International payment for international songwriter & publisher TV, streaming, cable and live performances:

1. USA	92,8 mill	(2008 = 89,3 mill)
<b>2. UK</b>	<b>57,0 mill</b>	<b>(2008 = 49,8 mill)</b>
3. France	9,8 mill	(2008 = 13,6 mill)

UK pop & rock have **15 - 20%** marketshare on P3 - National Radio

QuickTime och en  
-dekomprimerare  
krävs för att kunna se bilden.

# Biggest UK albums in Sweden

YEAR	ALBUM	YEAR CH
2009	U2	10
	No line on the horizon	
	THE PRIESTS	25
	Harmony	
	ROBBIE WILLIAMS	30
	Reality killed the video star	
	QUEEN	34
	Absolute Greatest	
	SUSAN BOYLE	37
	I dreamed a dream	

YEAR	ALBUM	YEAR CH
2007	PAUL POTTS	2
	One chance	
	AMY MACDONALD	18
	Back to black	

YEAR	ALBUM	YEAR CH
2008	DUFFY	1
	Rockferry	
	IL DIVO	5
	The Promise	
	COLDPLAY	7
	Viva la vida...	
	THE PRIESTS	11
	The Priests	
	AMY MACDONALD	18
	This is the life	
	IRON MAIDEN	22
	Somewhere back in time	
	ENYA	23
	And winter came	
	AMY MACDONALD	25
	Back to black	
	LEONA LEWIS	30
	Spirit	

# Biggest UK albums in Sweden

<b>LIVE SCENE - AGENCIES:</b>					
1	Live Nation		markus.wiking@livenation.se	all	
2	Luger		ola@luger.se	rock - indie	
3	United Stage		larsson@unitedstage.se	all - mostly Swedish	
4	Blixten & Co		info@blixten.com	all - mostly Swedish	
5	Bad Taste Events		bjorn@badtasterecords.se	rock	
6	Motor		edward.janson@motor.se	mostly rock	
7	The Agency		tobbelorentz@theagencygroup.se	heavy rock	
8	Headstomp		mikael@headstomp.com	indie	
9	Monstera		karl@monstera.se	rock	
10	Pitch & Smith		kalle@pitchandsmith.com	rock	
11	Skrikhult		olof@skrikhult.se	heavy rock	

**Live Nation + Luger > 75 % marketshare**

**AEG Sweden closing down**

# Summer Festivals

## MAY:

- PopAganda Stockholm Indie, cred

## JUNE:

- Sweden Rock Karlshamn No. 1 in Sweden - hardrock  
- Where The Action Is Stockholm University area - rock  
- Stockholm Jazz Festival Stockholm Jazz, Urban

## JULY:

- Peace & Love Borlänge No. 2 in Sweden - all  
- Rock Weekend Söderhamn Hard rock  
- Getaway Rock Gävle Hard rock  
- Hultsfred Hultsfred Closed  
- Arvika Festivalen Arvika Financial problems

## AUGUST:

- Sonisphere Stockholm Hard rock  
- StorsjöYran Östersund City Festival  
- Kulturfestivalen Stockholm Free Culture Festival  
- Way Out West Gothenburg "The" City Festival  
- Malmö Festivalen Malmö Free City Festival

# Summer Festivals

## Summer Festivals

A normal summer festival pays 140 000 sek ( £ 13 000) to STIM for live performances of songs.

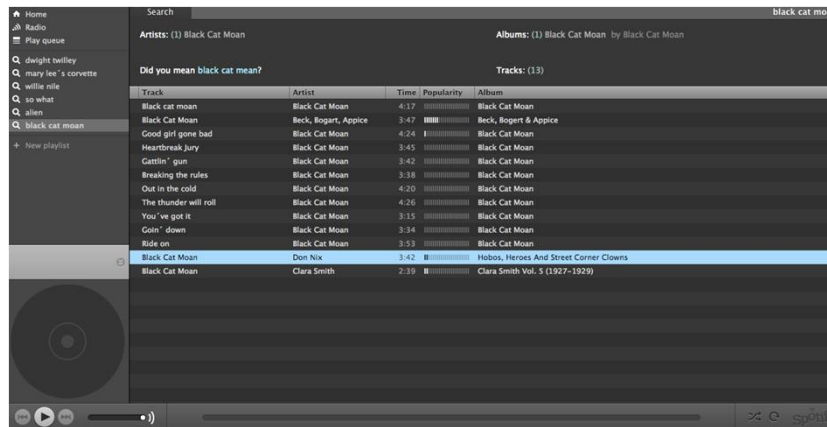
STIM takes their 12% administration fee and send the rest to all songs publishers & songwriters.

## DIGITAL SHOPS:

7digital  
Åhléns  
Bengans  
Blipbeat  
CDON  
eClassical  
eMusic  
Enjoy  
Gazell Digital Store  
Ginza  
iTunes  
Jamba  
Klicktrack  
Last FM  
Media Milkshake  
MSN Music  
MTV Music Shop  
Music Station  
Musikshopen  
MySpace  
Nokia Comes With Music  
Nokia Music Store  
Sony Ericsson – Playnow Arena  
Sound Pollution  
Spotify  
Tele2 – Musikbutiken  
Telenor Musik  
Telia Musik  
Tre Music Store  
YouTube

But the only ones  
that are successful  
are:

- iTunes
- Spotify
- Klicktrack
- CDON



## Sign up for invite:

<https://www.spotify.com/invitation>

Unlimited music, no ads.

<http://www.spotify.com/en/products/premium>

Q's:

<http://www.spotify.com/en/help/faq>

News:

<http://www.spotify.com/blog/>

## How do I get my music on Spotify?

-Global Media Bank,  
Stockholm

[www.globalmediabank.com](http://www.globalmediabank.com)

-Spotify Commercial  
Humlegårdsgatan 20, 114 46  
Stockholm

Elias Raam,

[content@spotify.com](mailto:content@spotify.com)

# How to market an artist in Sweden

## **RADIO**

P3 national (P3 Metal, P3 Electronica, P3 Dance, P3 Pop...)

## **TV**

Major act = "Skavlan show"

New act = TV4 morning session

## **PRESS**

Sonic

Gaffa

## **SOCIAL NETWORK**

Facebook

YouTube (My Space Music = dead)

## **LIVE**

Summer festivals

# Possible Partners

- Artist Company Ten [eric@ten.se](mailto:eric@ten.se)
- Air Chrysalis [asa.enstrom@chrysalis.se](mailto:asa.enstrom@chrysalis.se)
- EMI Music Publishing [lewald@emimusicpub.com](mailto:lewald@emimusicpub.com)
- Mars Music [lars.wiggman@marsmusic.se](mailto:lars.wiggman@marsmusic.se)
- Scandinavian Songs [peo@scandinaviansongs.se](mailto:peo@scandinaviansongs.se)
- Sony ATV [jonas.holst@sonyatv.com](mailto:jonas.holst@sonyatv.com)
- Universal Music Publishing [cecilia.ancker@umusic.com](mailto:cecilia.ancker@umusic.com)
- Warner Chappell [sanken.sandqvist@warnerchappell.com](mailto:sanken.sandqvist@warnerchappell.com)

**Publishing / Co-writing / Production**

# Possible Partners

- Playground Music Scandinavia [sjostrom@playgroundmusic.com](mailto:sjostrom@playgroundmusic.com)
- Cosmos Music Group Scandinavia [fredrik.ekander@cosmosmusicgroup.com](mailto:fredrik.ekander@cosmosmusicgroup.com)
- Warner Music [jonas.siljemark@warnermusic.com](mailto:jonas.siljemark@warnermusic.com)
- Universal Music [per.sundin@umusic.com](mailto:per.sundin@umusic.com)
- Sony Music [hasse.breitholtz@sonymusic.com](mailto:hasse.breitholtz@sonymusic.com)
- Roxy Recordings [leif.kack@roxyrecordings.se](mailto:leif.kack@roxyrecordings.se)
- EMI Music [stefan.blom@emimusic.com](mailto:stefan.blom@emimusic.com)
- Sound Pollution (hardrock + metal) [johan.hargeby@soundpollution.se](mailto:johan.hargeby@soundpollution.se)

**Labels / A&R / Licensing**



# Thank You!

Anders Hjelmtorp  
CEO & Music Evangelist  
ExMS AB - Export Music Sweden  
Box 27327  
S-102 54 Stockholm Sweden  
+ 46 708 635 360  
[anders@exms.se](mailto:anders@exms.se)

