

Press Release

Slush Music Gathered Music Entrepreneurs, Investors and Industry Professionals to the Cable Factory (Kaapelitehdas)

--> **Christopher Leacock, known as Jillionaire (Major Lazer), talked about being an artist, entrepreneur and investor.**

--> **Che Pope, a music manager and a producer (i.e. to Kanye West, Eminem, Dr. Dre) , shared his thoughts on talent sourcing and work with world famous artists as the final talk.**

--> **Danish startup, WARM, that builds better airplay monitoring, won the first ever Slush Music 20 startup pitching competition**

Slush Music, the music vertical of Slush, was organized for the second time this year. The two-day event gathered over 2,000 music entrepreneurs, investors, artists, media and industry professionals from 60 nationalities to the Cable Factory (Kaapelitehdas) in Helsinki, Finland, on Nov 28-29. During the two days, 150 speakers stepped on stage to discuss current music industry topics, including music creation, A&R, AI and IPR, ticketing, streaming and blockchain among others.

Stu Bergen (CEO, International and Global Commercial Services at Warner Music Group) in addition to Spotify's Johan Seidefors (Nordic Head of Content Partnerships, Artists, Label Services and Studios) and Daniel Breitholtz (Nordic Head of Shows and Editorial) gave valuable insight for the people in the audience. Stu Bergen was interviewed by the Co-founder of Slush Music, Kalle Lindroth, and they discussed about the music in the Nordics and global opportunities in the industry. Johan Seidefors and Daniel Breitholtz talked about the power of playlists, and how raw data can help out artists to succeed and gain listeners in Spotify.

A Trinidadian DJ and a producer, Christopher Leacock, known also as Jillionaire (Major Lazer), took over the stage in an interview on Tuesday afternoon and shared his entrepreneurial story and thoughts on investing. On Wednesday morning, Scott Cohen (The Orchard) and Peter Vesterbacka (Lightneer) discussed the future opportunities in music, tech and games highlighting the fact that the two industries are not so different in the end. Later on, Che Pope (President at G.O.O.D. Music) was interviewed on stage by **Allison Shaw** (Owner and CEO at Manic Monkee). He talked about the artists he has been working with, and that the key element in making a good artist is differentiation. The interview ended by Christopher Leacock coming on stage. Together, they talked about making music and being artists, ending the discussion with thoughts on technology shaping the music industry now and in the future.

Among other speakers seen on stage were **Fred Davis** (The Raine Group), **Philip Kaplan** (DistroKid) and **Julia Hawkins** (Universal Music Group), **Vaugh McKenzie** (JAAK) and **Linda Portnoff** (Riteband, Music Sverige). Philip Kaplan will also be seen at Slush later this week.

New this year was the Slush Music 20 pitching competition where 19 startups pitched their ideas on stage. The winner of the competition is a Danish music startup, **WARM** that builds better radio airplay monitoring. As a prize, WARM won €25,000 for Amazon Web Services and \$10,000 in legal services from ReedSmith in addition to one-on-one sessions with investors.

Slush Music will be followed by Slush at the Exhibition and Convention Centre in Helsinki on the 30th of November and 1st of December.