

Great success for the online edition of Milan Music Week 2020:

7 days, 149 events, including panels, webinars, workshops, meetings, concerts, and DJ sets. Over 50,000 viewing hours and more than 500,000 live streaming views, 198 artists, and over 300 music industry professionals gathered to send a strong message regarding the necessary restart of the sector.

The next week dedicated to music events is set for November 22nd-28th 2021.

www.milanomusicweek.it

*November 25, 2020, Milan – The music world **can and must restart, overcoming the serious and difficult period** that it is experiencing due to the pandemic with solid support and aid to the sector: this is the message, clear, strong, and shared, which came from the fourth edition of the Milan Music Week that ran online for seven days and concluded on November 22nd. The fifth edition will take place from **November 22nd-28th 2021**.*

Strongly backed by its promoters— **The Municipality of Milan - Department of Culture, FIMI** (Federation of the Italian Music Industry), **NUOVOIMAIE** (New Mutualist Institute for Performing Artists), **SIAE** (Italian Society of Authors and Publishers), **ASSOMUSICA** (Association of Italian Organizers and Producers of Live Musical Performances)—with the support of **SIAE** (Italian Authors and Publishers' Society) and the **numerous partners** who believed in the event, never has the Milan Music Week been so relevant, providing an opportunity to share and contribute to the necessary restart of the entire sector, and to, above all, bring back music to the public, the only real audience of the work in this important cultural chain.

Its success is also demonstrated in numbers: **149 events, including panels, webinars, workshops, meetings, concerts, and DJ sets** to which the packed program of Linecheck Music Meeting and Festival is added, **100 hours of online programming; 322 professionals** and workers involved in panels together with **198 artists who participated and performed; 52,134 viewing hours**, and **over 500,000 live streaming views**, of which 24,666 were from the Milan Music Week website; **more than 537,000 impressions** on the website, Facebook page, and YouTube channel (many of which coming from outside Lombardy, with a growing number of the public coming from the US, Spain, England, and Germany); and 359,932 views on Twitter and Instagram. Videos are still available on YouTube, where new subscribers and views increase every day, allowing those who were not able to watch the events live to catch-up on what they missed.

MMW20 launched with a speech from the Italian Minister for Cultural Assets and Activities, **Dario Franceschini**, during the **institutional opening** dedicated to the theme of "Music in the Covid era," which laid the foundation for which the entire event was based on. Promoters of the initiative engaged in dialogue with the **Milan institutions** during the event, including **Innocenzo Cipoletta**, President of Confindustria Cultura Italia, who reiterated the importance of structural measures that would see the music sector definitively recognized as a cultural industry of progression that brings growth to the country, **Frances Moore**, the CEO of IFPI (International Phonographic Industry Federation), and some **entertainment workers' representatives**.

The five events organized by **Radio Nolo**, with **over 8,000 Facebook and Mixcloud views**, and the extraordinary DJ set by Joe T Vannelli live from Terrazza Martini, which **exceeded 100,000 Facebook views**, experienced great success. The masterclasses organized in Santeria in collaboration with Adidas Originals was a sold-out event, with almost **35,000 views** on Twitch and Noisy Italia.

Two great concerts raised funds for entertainment workers: music week's opening with the LIVE ALL concert "**LENNON80**" to celebrate what would have been John Lennon's 80th birthday **with over 80 industry professionals and 20 important artists involved**, and "**DREAM HIT – THE SOCIAL CONCERT**," the Doom Entertainment event that saw Fedez, Achille Lauro, Mahmood, Elodie, M ¥ SS KETA, Carl Brave, Ernia, Cara and Beba perform, reaching almost **500,000 views**.

Filippo Del Corno, Councilor for Culture of the Municipality of Milan, affirmed: *"This special edition of Milan Music Week, which despite this difficult and delicate moment has managed to express its potential as an open platform capable of uniting and enhancing the music production system, ended with unprecedented virtual participation, welcoming and taking care of the requests of workers from the entire supply chain while, at the same time, involving the public not only through artist performances, but also through the inclusion of the story of the entire music sector that gives life to the industry behind the scenes with profound professionalism and passion."*

"The extraordinary result of this online edition of Milan Music Week confirms that, even in this difficult time, music has a large audience who want it, seek it, and value it through any means possible. This week, the best professionals from every sector of the music world have shared their knowledge and skills with passion. Many artists enthusiastically participated in remote events, new formulas were tested, and projects were presented to restart the industry by integrating new technologies with the hope that they can be used again in person. If music has been previously perceived as an abstract art form, over the past seven days it has proven that is more solid than ever. Many of the content will remain visible on the Milan Music Week YouTube page, serving as a precious wealth of proposals and discussion points for the future. We believe that we have succeeded in conveying to the public and institutions that music is work, culture, and a true symbol of Italian excellence," declared **Luca De Gennaro**, artistic curator of Milan Music Week and VP Talent & Music ViacomCBS Networks for South Europe and the Middle East.

Francesca Grimaldi, Institutional Coordinator of the Milan Music Week and Director of Institutional and Associative Relations, FIMI stated: *"Despite the difficulties created by the pandemic, we successfully reached the goal of this fourth edition in a way that we would have never imagined last year. Today, it has proved to be a unique opportunity to reaffirm music's centrality, especially in Milan where all the major players in the music business operate and are based. We wanted to underline music's value in all its aspects and turn the spotlight on the workers and professionals who work behind the scenes of the music industry, as demonstrated by the data recently released by Oxford Economics that highlights the 2 million jobs involved in the music sector at the European level. This digital edition has allowed us to transform MMW into an increasingly international platform: many of the panels on the program have involved companies and professionals from other countries, confirming the cosmopolitan vocation of MMW and Milan. Special thanks to our promoters, the Municipality of Milan - Department of Culture, FIMI, NUOVO IMAIE, ASSOMUSICA and SIAE, who have made this event possible, and to the partners who have contributed to making this MMW particularly noteworthy. Above all, a big thanks to the public who followed the event online, demonstrating how great the interest that surrounds music is."*

Milan Music Week has also been able to extensively involve the city and the entire supply chain of clubs, organizers, and artists who got involved by transforming their projects into special streaming events in this online edition, as well as confirming themselves as an important platform for the narrative of new recording projects by great artists with the consolidated format, "**MMW Incontra**," which was also expressed this year in the "**New Gen**" version edited by Filippo Grondona that was dedicated to new and emerging artists. The many training opportunities dedicated to music professionals and workers was at the heart of the 2020 edition: **workshops, webinars, and conferences aimed** at key players in the sector and the many young people, who want to work in this area and who need to be guided and providing a glimpse of future opportunities for the industry. The MMW channels were an opportunity to give voice to some of the leading organizations born in this period to support workers in the music and entertainment sector: specifically, **BAULI IN PIAZZA, LA MUSICA CHE GIRA, and the FAS Forum Art and Entertainment**.



"It's my desire that what we do no longer be perceived as secondary. It is precisely during times like these that our work not only has dignity, but also a curative purpose. What we do has the potential to heal people and has an importance that is equal to that of education. Therefore, the effort should be equal," **Bruno Sas** specifically underlined during the panel "The Music that Plays: Article 1 – Italy is a Democratic Republic Founded on Work."

The program offered by **Linecheck Music Meeting and Festival**, the main Italian music conference and main content partner of MMW, was also of great interest, featuring more than 150 speakers from all over the world on the theme of "Sound Values".

In renewing the event in the form of the 2021 edition, the MMW Organizing Committee warmly thanks all the partners, content partners, and sponsors who have made this Milan Music Week possible due to their tenacity and enthusiasm, testifying to the desire to continue making music together while looking towards the future.

Information

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