



BUSINESS OF MUSIC

**BREAKING INTO THE
INTERNATIONAL MUSIC
INDUSTRY**

AUDIENCE: ASPIRING ARTISTS, PRODUCERS, MANAGERS, AND EXECUTIVES
FORMAT: LECTURES, CASE STUDIES, GUEST SPEAKERS, INDUSTRY PANELS,
AND INTERACTIVE WORKSHOPS

ONE

01

Introduction to the
Global Music Industry

02

The Artist's Journey –
Breaking into the Industry

WEEK

03

The Producer & Songwriter
– Crafting Global Hits

04

Digital & Streaming
Revolution

05

Expanding Global Reach &
Language in Music

06

Music as a National Export – The
Swedish & Kazakhstan Models

SEMINAR

07

Final Project & Industry
Networking



David Junk

Former CEO of Universal Music Russia, where he promoted global stars like Mariah Carey, Elton John, U2, Sting, and Bon Jovi, and signed Russian acts including t.A.T.u. and Alsou. As VP of Eastern Europe (2003), he launched Universal's Kyiv office and created music TV shows in Ukraine. Later, he led Gibson Brands' expansion into Russia, opening the first Gibson showroom in Moscow. Founding member of the Russian Music Industry Association and U.S. Ambassador's Task Force on IP Rights. Author of Rockin' the Kremlin (Rowman & Littlefield, July 2024).

Founder/Director, Born Nomad

Ms Aika Alemi is an artist, business coach, mentor, speaker, author, art director and event organiser. She is the creator of the Business of Creation methodology, her proprietary 10-step startup framework that has helped more than 3,500 creatives and innovators build their brands and enterprises.

Ms Alemi currently serves as Director of Born Nomad Creative Incubator and chairs the Creative Industries Alliance Qazaqstan. She contributes to Elle Kazakhstan and Forbes Kazakhstan.

Ms Alemi is a womenswear finalist for the International Woolmark Prize 2017 (Europe) and awarded Best Mentor of the European Bank for Reconstruction and Development (EBRD) Women Entrepreneurs Programme 2018. She has organised over 50 major events including Central Asia Creative Incubator, Responsible Fashion Series Silk Road and Shymkent Art Days.

Ms Alemi serves as a director on boards including for Duke University CIS, De Montfort University Kazakhstan. She holds an MBA from Duke University's Fuqua School of Business and speaks multiple languages including Kazakh, English, Spanish, French, Italian, Polish, Russian and German.



Aika Alemi

DAY 1

INTRODUCTION TO THE GLOBAL MUSIC INDUSTRY



Overview of the modern music business: labels, publishing, streaming, and touring

Key markets: U.S., UK, Europe, Latin America, Asia, and Africa

The role of major and independent labels in international careers

Case Study: BTS (South Korea) – Breaking into the U.S. Market



INDUSTRY PANEL:

UNDERSTANDING PUBLISHING & COPYRIGHTS

KEY DIFFERENCES BETWEEN PUBLISHING, MASTER RIGHTS, AND PERFORMANCE
ROYALTIES

HOW SONGWRITERS AND PRODUCERS MAKE MONEY INTERNATIONALLY

PANELISTS: MUSIC PUBLISHING EXECUTIVES, ENTERTAINMENT LAWYERS

DAY 2:

THE ARTIST'S JOURNEY - BREAKING INTO THE INDUSTRY

How artists get discovered: social media, streaming, and A&R strategies

The importance of branding and image in global success

Independent vs. signed artists: Pros and cons

Case Study: Shakira (Colombia) – Transition from Latin to Global Pop Star

Workshop: Building an artist brand for international appeal

Industry Panel: The Role of the Artist Manager

How managers build and sustain an artist's international career

Finding the right partnerships (labels, booking agents, and brands)

Panelists: Artist managers from major and independent markets





DAY 3: THE PRODUCER & SONGWRITER - CRAFTING GLOBAL HITS

The role of producers and songwriters in international music
How hit songs travel across borders: adaptations and collaborations
Revenue streams for producers: royalties, publishing, and sync deals

Case Study: Max Martin (Sweden) – The Hitmaker Behind Global Pop Music

Guest Speaker: International music producer on working across cultures

Industry Panel: Album Production & Budgeting

How to structure an album for international success
Budgeting strategies for studio time, session musicians, and
Panelists: Music producers, A&R executives, finance experts

DAY 4: DIGITAL & STREAMING REVOLUTION

How Spotify, Apple Music, and YouTube changed the industry

Playlists and algorithmic discovery – breaking into global charts

Social media's role in international success (TikTok, Instagram, Twitter)

Case Study: Rosalía (Spain) – Leveraging Digital Platforms for Global Fame

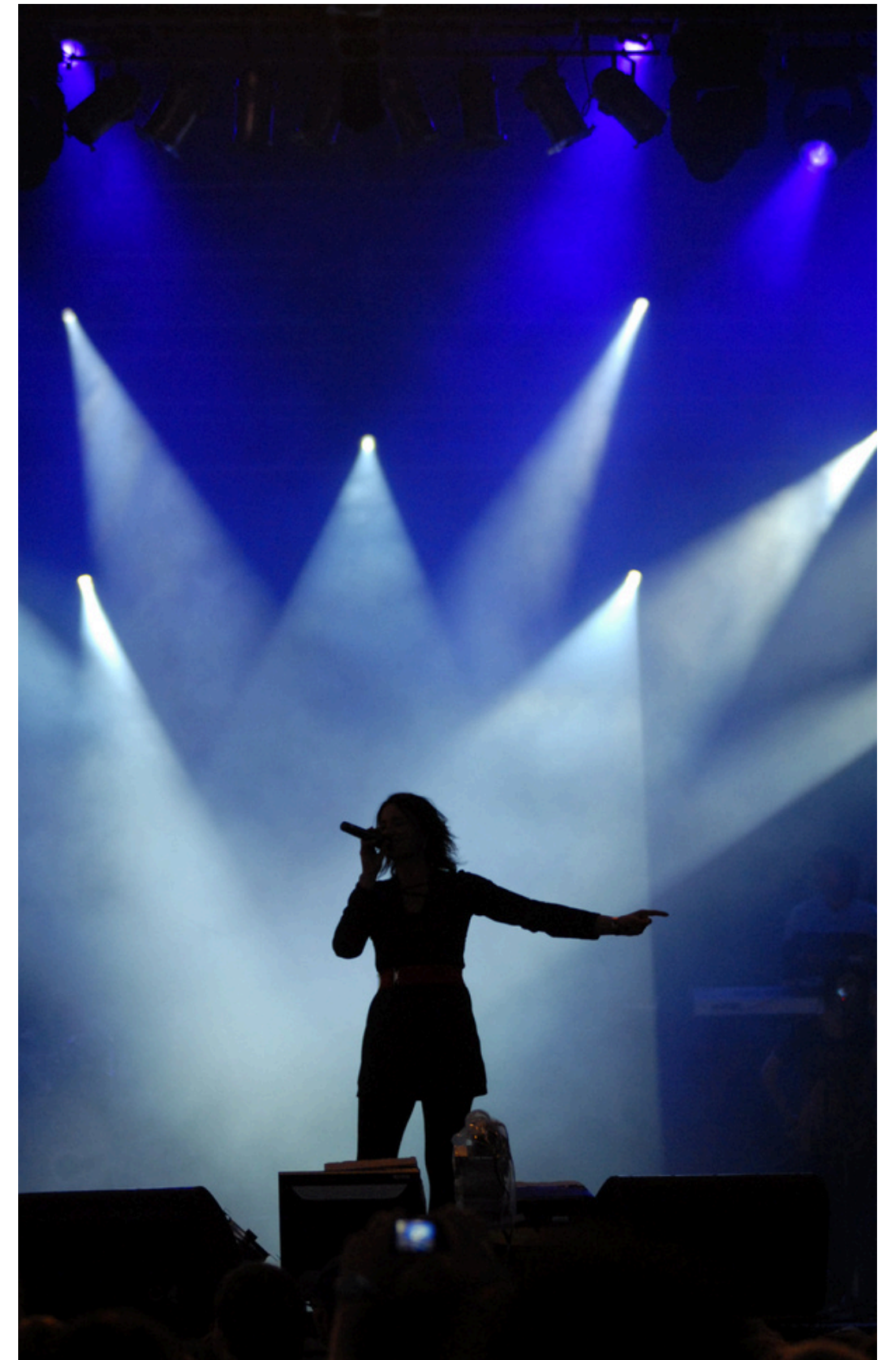
Panel Discussion: Industry executives on streaming's future impact

Industry Panel: Music Video Production – The Visual Key to Success

The role of music videos in breaking international artists

Budgeting, creative direction, and digital marketing strategies

Panelists: Music video directors, cinematographers, record label reps



DAY 5: EXPANDING GLOBAL REACH & LANGUAGE IN MUSIC

Touring strategies: breaking into foreign markets

Understanding international contracts and rights

Case Study: Daddy Yankee (Puerto Rico) – The Globalization of Reggaeton

Workshop: Developing an international strategy for an emerging artist

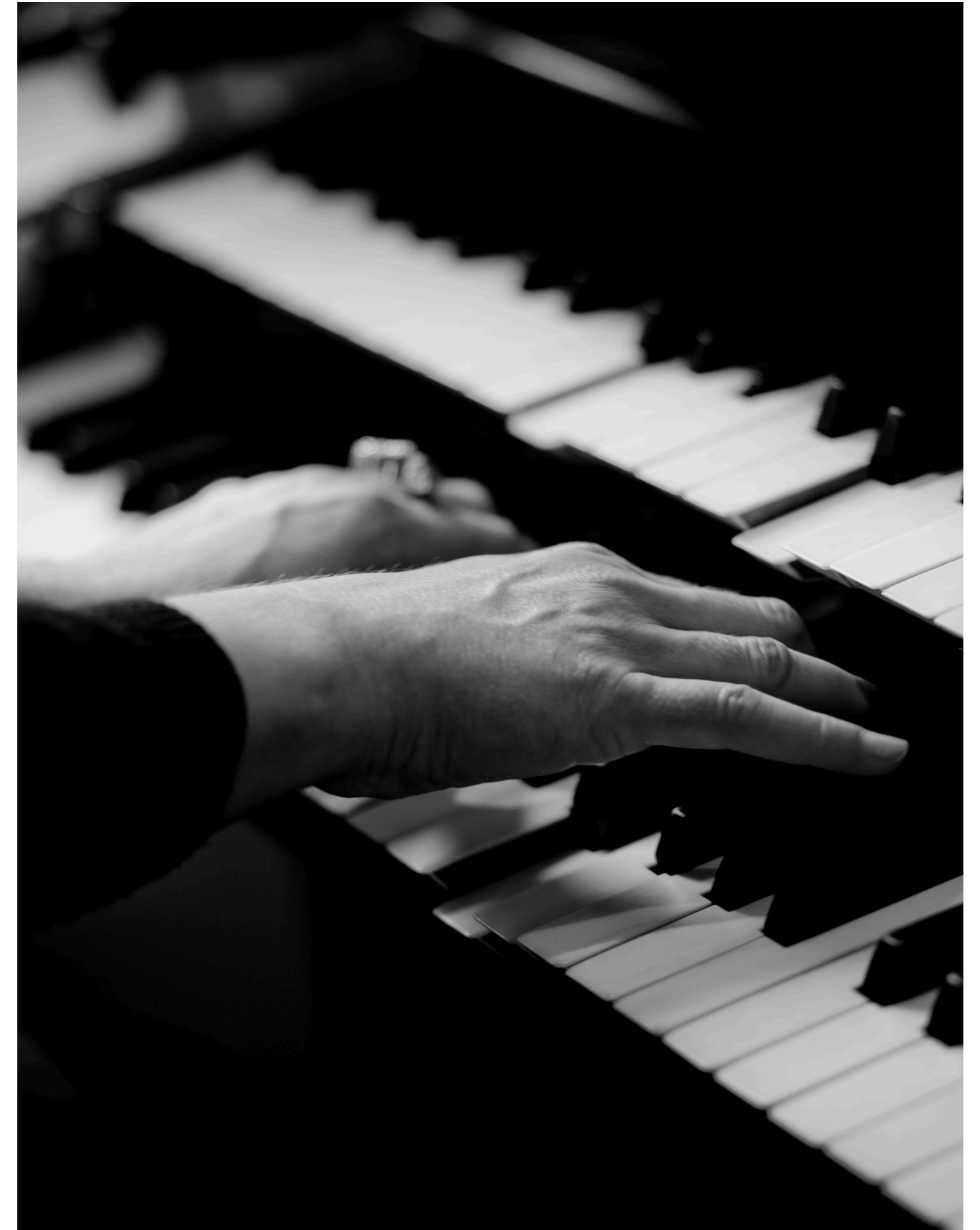
Industry Panel:

The Importance of Singing in English

Why English dominates the global music market

How artists navigate bilingual careers

Panelists: Artists, producers, international marketing executives



DAY 6: MUSIC AS A NATIONAL EXPORT - THE SWEDISH & KAZAKHSTAN MODELS

The Swedish music industry's success as a global exporter

How Kazakhstan can develop a similar strategy

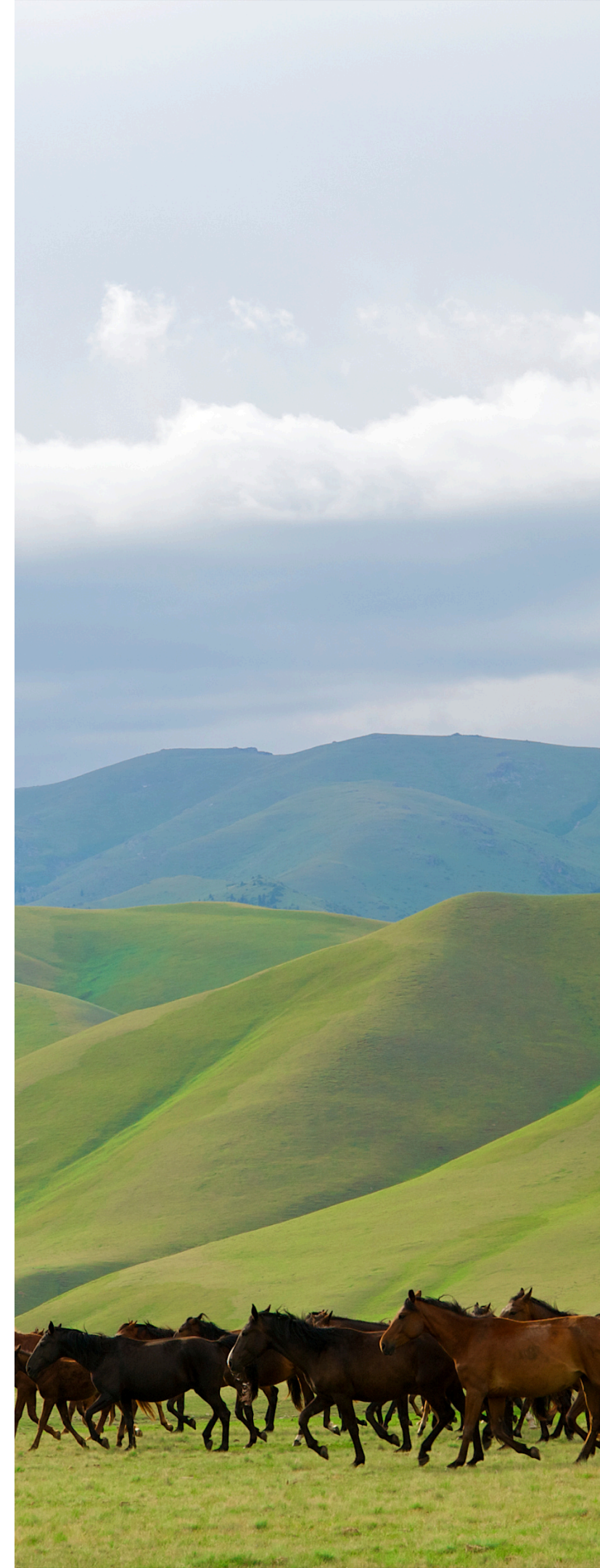
The importance of government support, music education, and industry infrastructure

Special Breakout Session: The History of Pop Music in the USSR & Kazakhstan

Evolution of Soviet pop music and state-controlled entertainment

The emergence of Kazakhstan as a rising music hub

Success stories of Kazakhstani artists and the future of their industry





DAY 7: FINAL PROJECT & INDUSTRY NETWORKING

GROUP PRESENTATIONS:

PITCHING AN INTERNATIONAL ARTIST'S CAREER PLAN

FEEDBACK FROM INDUSTRY PROFESSIONALS

NETWORKING EVENT: MEET EXECUTIVES, MANAGERS,

AND ARTISTS IN THE FIELD

