

A 2024 CTIVITY REPORT



SME
SWISS MUSIC EXPORT

EDITORIAL

2024

was in many ways one of the most intense years of activities in the history of Swiss Music Export (SME). Much of our work, it has to be said, took place behind the scenes. First of all, though, we are pleased to report that most of our core tasks – making our presence felt at festivals and conferences, supporting individual acts and organisations – continued without a hitch in their tried, tested and successful forms. It was especially pleasing to see our relationship with the flourishing c/o-pop festival Cologne become ever more productive and enjoyable.

Many working hours were spent last year on re-structuring our organisation and re-formulating our vision and mission. The aim behind the move to define a new structure for SME was to create a clear separation between organisations involved in financing our association, and its board, responsible for the allocation of these funds. This is to avoid blurring the responsibilities and at the request of the funders. As a result, five new board members started their work on 1 January 2025. Wishing to leave behind a smoothly running operation with no grey areas in terms of responsibility or accountability, the outgoing board, after many intense workshop sessions, compiled a strategy for 2025 and beyond, which defines SME's vision, mission and execution for the future much more clearly than before.

Unlike the two previous years, when we were able to draw on funds that remained unused during the various lockdowns and were thus able to offer a service that went far beyond our usual reach, we were back to

normal in 2024. In the meantime, however, our list of activities had grown considerably. That's why we temporarily scaled back a few of the activities, for example at Trans Musicales in Rennes, Waves Vienna and Printemps de Bourges.

Back in the “field”, it was hugely gratifying to witness the growing resonance that SME-supported artists have enjoyed in our European target markets and beyond. Among many notable achievements, we would like to draw special attention to Anna Erhard’s success in the UK with a sold-out tour in the autumn, and another already announced for spring 2025; Anna had been one of the performers at the SME showcase at The Great Escape in 2023. Hermanos Gutiérrez, too, can look back on 2024 with great satisfaction, with their Dan Auerbach-produced album “Sonico Cosmico” even making an appearance in the US-charts. Other SME acts making waves internationally were Sirens Of Lesbos, Bound By Endogamy, Ikan Hyu, Benjamin Amaru, Soft Loft, and many more.

To conclude: whatever else might have been happening in 2024, we are confident to report that SME never lost sight of its true “raison d’être”, spreading the word about Swiss music in an international context, and facilitating international communication and cooperation between artists, managers, labels and other music business professionals.

Do you have any suggestions? Ideas? Projects you wish to discuss? Please don’t hesitate to contact us. We’re never too busy to listen!

Swiss Music Export

PROJECTS & EVENTS



SME activities and events can be split in two categories: those taking place in Switzerland, and those abroad. At festivals and conferences at home, our aim is to provide local professionals with a platform to network with each other and with a number of selected colleagues from abroad. Abroad, our focus shifts to raising international awareness of Swiss artists in particular and our music infrastructure in general, and always keep the network concept in mind.

PROJECTS IN SWITZERLAND

FeedbackClub#3

Zurich – 21 March 2024

Our newish and quite informal networking forum for Swiss music business professionals on the eve of m4music clearly fulfils a need. Once again, nearly one hundred business professionals attended the event. Our exit poll indicated that they were all planning to return for the next edition. Some even expressed a wish that the Club could be set up twice a year. The FeedbackClub#3 took place in “Kantine im 5i”, a temporary restaurant near the Schiffbau – the main venue for m4music – which proved to be a good choice, both in terms of location, suitability and ambience.

Inspired by a story in a daily paper which listed the exact income of a well-known Swiss indie band, the topic given for this year’s presentations was the question: **“What does success mean in the music industry?”** Following on

from SME's report on the activities of the European Export-Office Association EMEE and its public Resource Centre, **Sarah Christener** (Gadget agency, manager Stress etc.), **René Renner** (manager Pablo Nouvelle), **Lionel Baldenweg** (producer, GREAT GARBO) and **Juliette Grand** with **Quentin Pilet** (Bongo Joe Records) all grappled with the question of what exactly constituted success in the Swiss music business. Perhaps because of the very open nature of the question, the plenary discussion was a bit reserved. Later on, however, amongst smaller groups, exchanges were lively and – by all accounts – highly constructive. Communication between Switzerland’s different language regions is surprisingly



René Renner @FeedbackClub#3 2024 © SME

productive, perhaps helped by the fact that SME has its twin centres in Zurich and Nyon. The willingness of Juliette, Quentin and Jonathan to travel East was most welcome. It was only fair that Bongo Joe was rewarded for their troubles with winning our coveted “**Fail of the Year**” award.



m4music

Zurich – 22-23 March 2024

Zurich’s m4music continues to be the most important conference/festival in Switzerland – and it continues to attract a strong contingent of international professionals. Swiss acts have featured more and more prominently in the live-music programme in the last few years. The undimmed support from the international business community as well as the local public for m4music is satisfying to observe for SME. It

demonstrates how competitive our music makers have become on an international stage, and how much interest and respect they generate.

Once again, SME hosted a number of events at m4music 2024. First off early on Friday afternoon was our regular panel about European showcase festivals, “**Getting to know European Festivals**”. This time around, we tried out a slightly different format which, judging by the comments we received, was much appreciated by the attendees. Proceedings began with an introduction from SME’s Joana Obieta, pointing out questions of timing and career development that need to be taken into account when considering to perform at these showcase festivals. Next, the four guests each introduced their own festival. They were **Oskar Strajn** (ESNS, booker, Groningen); **Camila Anino** (Primavera Sound, Head of Partnerships & Programming @ Primavera Pro, Barcelona); **Nathalie von Rotz** (The Great Escape, event manager, Brighton), and **Jakob Fraisse** (Jazzahead!, booking CLUBNIGHT/ Partner Country Program, Bremen). Towards the end of the event, the

speakers stepped off the podium to mingle with the crowd and speak to attendees individually.



Next, also on Friday, came SME's invitation-only **Matchmaking** event at the Bistro @ LaSalle. Here, ten Swiss professionals are paired up for short but intense exchanges with an equal number of international colleagues. International participants included representatives from Festival Republik (UK), The Orchard (D), The Vault (F) and ESNS (NL). This format has long since proved to fulfil a genuine need and was once again a great success.

No fewer than 315 attendees gathered at the

Business Mixer Brunch on Saturday morning at the Bistro in LaSalle. The event was presented by SME in collaboration with SONART.

The guests of this year's "**Swiss Success Story**" panel early on Saturday afternoon @ Moods were **Black Sea Dahu**. The release of their single "In Case I Fall For You" led to countless live gigs for the Zurich-based Cathrein sisters, Janine and Vera, and their band, as well as a large international fan following. Quietly, and without spectacular advertising campaigns, the band have become one of the biggest Swiss export hits in recent years. Here to explain how they did it were the band themselves, their manager, Mouthwatering's Andreas Ryser, and their booker, Fabian Schütze.



An extremely pleasing highlight of m4music 2024 for SME was the **“Special Achievement Award”** handed to Swiss Music Export by IndieSuisse. Such recognition of our work by our peers in the Swiss music industry means a great deal to us!



SME's activities at m4music were rounded off with the **International Networking Dinner** @ La Salle, co-presented with CNM. 45 delegates from all over Europe were distributed around the tables not according to their nationality but according to our perception of potentially shared interests. Great excitement ensued all round, of course.



Paléo Festival

Nyon - 23-28 July 2024

As in the previous year, 16 acts from Switzerland were part of the official music programme in 2024. The representatives from international organisations invited to Nyon by SME in co-operation with FCMA and Pro Helvetia came away with an impression of the rich tapestry of styles and that make up the Swiss music scene. Due to some restructuring work going on in the backstage area of the festival, **two drinks receptions** were organised on site at the Cosmo on the early evenings of Wednesday and Friday. Additionally, a **networking brunch** was held in Nyon town centre so that professionals without a festival ticket could still take advantage of our

networking activities. Around 30 people attended.



Drink Reception @Paléo 2024 © SME

Label Suisse

Lausanne 12–15 September 2024

The Label Suisse apéritif on Friday proved to be predictably popular. Invitations went out to various important organisations mostly from the francophone world. The soundwalks – groups of professionals wandering around town and enjoying short musical

performances in unusual venues – were well attended, with around forty participants.

Soundtrack_Zurich

Zurich – 4–6 Oct 2024

Around 150 music business professionals and artists gathered at Soundtrack Zurich both on Friday and Saturday to network over lunch with producers, music supervisors and directors from the film and television world in order to discuss possibilities of cooperation and development. Co-presented with SONART, and coinciding with the Zurich Film Festival, both events took place in prime locations: Friday's roundtable gathering in the NZZ Festival Lounge, Saturday's lunch at the Film Festival Centre on the Sechseläutenplatz.



Network Lunch @Soundtrack_Zurich 2024 © SME

PROJECTS ABROAD

SME's core activities in most cases consists of organising networking events combined with showcase performances by acts selected by the festival and therefore relevant to that particular event and market. Receptions are part of the effective bait to attract professional attendances, including plenty of managers and especially bookers – as demonstrated by the number of Swiss acts embarking on ever longer international tours.

Swiss Music Export always tries to ensure that artists can perform at the festival twice if possible. In addition, SME discusses in advance with each act their strategy, what they want to achieve at the festival, what their goals are in the territory, and who their local contacts are who will work for them during the festival.

And finally, SME also requests a short report from each act individually on what they got out of the festival, and responds accordingly for the following years. Learning is an ongoing process for everyone involved.



crème solaire @Reeperbahn Festival 2024 © Florian Nielsen

Eurosonic Festival

Groningen - 17-20 January 2024

Until now, Eurosonic did not allow for external receptions and showcases to take place simultaneously with the festival in order not to compete with the conventional programme. Thus, apart from 2020, when Switzerland was the featured guest country of ESNS, the range of activities we were able to plan for the biggest showcase festival in Europe is quite normal.



Our efforts are focused on supporting the eight Swiss acts featured in the official ESNS line-up. For example, we printed flyers promoting these acts, sent them to many Swiss delegates to build a kind of community, and hired help locally to distribute flyers in bars, cafés, hotels and record stores. The featured

artists were **Annie Taylor, Nathalie Froehlich, crème solaire, Monte Mai, Batbait, Caroline Alves, Bound By Endogamy, Leila and Psycho Weazel**. Back home, all of them sent us detailed feedback. All were pleased with the media interest and the number of promising new contacts they managed to acquire. Several came away with new bookings, as well as promising offers from agencies, promoters and festivals. The **Eurosonic Talent Exchange Programme**, in which Switzerland can again participate thanks to a sponsorship agreement established in 2022, supports the circulation of acts at European festivals and measures the follow-up bookings as well as the streams and airplays.



c/o pop

Cologne - 24-28 April 2024

c/o pop has risen from the doldrums in the last few years to become a second important showcase festival for SME in Germany. With its eclectic mix of cutting-edge live music, DJ sets and artist showcases, plus an innovative range of workshops and networking events, c/o pop is now a perfect fit for SME's objectives. Five acts were supported by SME in Cologne: **Soft Loft**, **LEILA**, **Benjamin Amaru**, **Mischgewebe** and **NOMUEL**.

Around 130 professionals gathered at the Artheater Biergarten for the **Swiss Business Mixer**. Once again generously supported by the Consulate General of Switzerland in Frankfurt, delegates from Germany, France, Austria, Liechtenstein, Ukraine, and Switzerland mingled happily to make for a thoroughly successful networking event. The Business Mixer was followed by a full-length performance of LEILA. Soft Loft and Benjamin Amaru, also, went down a storm. All, however, were happy about how things went, particularly about the number of new contacts they had collected.



The Great Escape

Brighton – 15-18 May 2024

Co-sponsored, as ever, by Pro Helvetia, FONDATION SUISA, the Swiss Embassy in London and SME, the Swiss **Business Mixer** once again took place at the Komedia Studio Bar. With **Sirens Of Lesbos**, **Soft Loft**, **Bound By Endogamy** and **Fulmine** on the bill, we were all looking forward to a fine afternoon's worth of performances. The "matinée" slot as well as the location just round the corner from the box office have proved to be perfect for SME: without the intense competition that sets in towards the evening with hundreds of live performances in even the smallest of pubs, the SME showcase can always expect sizeable crowds of professionals as well as general festival goers.

Alas, things didn't quite go as planned. A few weeks before the event, a campaign began to gather pace calling for a boycott of the TGE unless the TGE organisers severed their ties with one of the main sponsors, Barclays Bank, because of the bank's ties, in turn, to companies selling arms to Israel. When TGE failed to do this, a growing number of acts refused to perform in Brighton. In the end, 25% of all booked acts dropped out, amongst them, last-minute, Fulmine and Sirens Of Lesbos. Several acts from Switzerland and Europe contacted SME and offered to replace them at short notice. SME decided to reject these offers, not least to give the boycott its own visibility. Instead, Bound By Endogamy and Soft Loft were able to play longer sets. Whilst the former went down extremely well with the British contingent in the audience, Soft Loft particularly impressed the

booking team of the Reeperbahn festival, who reckoned the band were "an absolute highlight" in Brighton, "if not the best show we've seen".





Networking Pizza @The Great Escape 2024 © SME

TGE continues to take an important place in SME's yearly diary. This is, firstly, because of our on-going special deal that at least three of our showcase artists will be able to perform at least one more time in another venue during the festival. Also, TGE has developed into a popular destination. 55 Swiss professionals were registered in the delegate data base – a figure that does not include participating artists, day pass holders or normal festival visitors. It was virtually impossible to go for a stroll through Brighton without running into a bunch of Swiss attendees. It goes without saying that the SME team was extremely busy linking up our Swiss friends with anyone we thought might help their cause.

A sizeable crowd consisting of the Swiss artists and their teams gathered at the Al Duomo restaurant a couple of hours after the Komedia showcase for the by now traditional "Swiss" networking pizza.

Waves

Vienna – 5-7 September 2024

As mentioned earlier, this year, the activities of SME were limited to support and promotion for the performing Swiss act: Berlin-based, Mouthwatering-signed singer/songwriter **Ay Wing** was the only Swiss act featured in the festival programme.

Reeperbahn Festival

Hamburg – 18-21 Sept 2024

Reflecting the fact that Germany is the most important market for Swiss Music Export, we made sure to present a wide range of artists in the most appropriate context possible to as many professionals and festival goers as was feasible. To support our presence in Hamburg, we were able to draw on the contributions of various organisations: FONDATION SUISA, Pro Helvetia, FCMA (on behalf of the Romandie), Stadt Zürich Kultur, Musikbüro Basel, Musikbüro Luzern and – last but certainly not least – the Swiss Embassy in Berlin.



After the massive “extravaganza” laid on last year our presence was reduced ever so slightly in 2024 with only three events instead of four. Proceedings began with the classic “**Swiss Sunrise Social**”, our networking event at the Spielbude, accompanied by coffee from the roving “coffee bike”, croissants, chocolates and apples. Hundreds of coffees were served, attendance was up by 40% from last year, and the feedback was universally excellent.



Next came the **Swiss Business Mixer**, again at the Spielbude, with raclette, white wine and beer replacing the breakfast menu. **Benjamin Amaru**, **LEILA** and **Nathalie Froehlich** regaled the attendees with well received

showcase performances. Around 500 guests turned up. 56% came from Germany, 20% from Switzerland, 6% each from Austria, France and the UK.



Swiftly following on from the Business Mixer came the **Swiss Sunset Stage**, once again at the Spielbude, featuring five acts from different regions throughout Switzerland. These were **Monte Mai** (Ticino), **Moonpools** (Basel), **crème solaire** (Fribourg), **Ella Ronen** (Zurich), and **To Athena** (Lucerne). Having learnt from previous experience, we stuck to the concept introduced last year of cordoning off an area in front of the stage for professionals only. By doing this, we created some extra networking space away from the hubbub of the general festival crowds. All five acts enjoyed good crowds.



11 Swiss acts were booked in total for the Reeperbahn programme. Additional to those appearing at one of the SME events, **Paula Dalla Corte**, **Mel D** and **Edb** also performed in Hamburg. Pretty much all of them declared themselves very happy about the way things went, reporting plenty of positive results from their various networking events and meetings. Some minor complaints were voiced about the festival's technical support, none of which seems to have unduly affected performances. One unfortunate act had to deal with a number of drunks who clearly should have been removed by security, but weren't. All in all, however, it was a successful event for the Swiss community at Reeperbahn Festival.

MaMA Music & Convention

Paris – 16-18 October 2024

With 6500+ professionals from 51 countries attending this conference festival in 2024, MaMA continues to be SME's most important gateway to the French market. Co-presented by FONDATION SUISA, Pro Helvetia and SME with support from the Embassy of Switzerland in France, our activities focused on the **Swiss Business Mixer** late on the Thursday afternoon with live performances from **Ikan Hyu** and **Nathalie Froehlich**. The event was packed, attracting 207 entries via our registration form as well as some twenty extra guests. The performances were enthusiastically received, with Ikan Hyu bagging several festival offers. Three more acts from Switzerland were part of the public MaMA programme, **Soft Loft**, **Roxane**, and **AAMO**. Judging from the reactions after the show, Soft Loft appear to be on the verge of “crossing-over” into France.



Linecheck

Milano – 18-23 November 2024

After their early teething problems, the organisers have greatly improved both the concept and the execution of this newish conference festival. It certainly is the only such event in Italy that fits SME's purpose and needs. A massive step forward this year was the introduction of two stages instead of one, eliminating the endless breaks between sets to set up the next act.





Partnering with Linecheck and supported by FONDATION SUISA and Pro Helvetia, SME returned to Milan for another **Swiss Business Mixer**. 200 portions of raclette were served and the atmosphere was great – greater still during a fine showcase performance by Camilla Sparksss. She had stepped in at very short notice for crème solaire who had to drop out after their singer had broken a foot during a performance a few days earlier. Fabienne Wolfschläger of the Gadget Entertainment Group and Open Air St. Gallen took part in two panel discussions, SONART’s Fabio Pinto appeared on another panel, “Local scenes, global value: The pivotal role of regional infrastructural support”. All in all, we were happy about the way Linecheck is developing and will be

back. However, as professionals from Switzerland seem to be oddly reluctant to undertake the short journey to Milan, ideas are already being discussed on how the festival can attract more interest from Switzerland. After all, Linecheck is clearly turning into an important gateway to a market of considerable size.

Trans Musicales

Rennes – 4-8 December 2024

For reasons explained earlier, SME’s main involvement with Trans Musicales in 2024 was travel support for the two Swiss acts playing there, **Alice** and **Roshâni**.



Other Events

It is important for an organisation like SME to venture outside its accustomed “bubble” to in order to gauge the “zeitgeist”, identify trends and find new impulses. To this end, SME representatives attended the following events: Jazzahead, Bremen; AllMusic-Friday Spotify, Berlin; Wise Conference, Berlin; Classical:Next, Berlin; Primavera Pro, Barcelona; Womex, Manchester.



Swiss Music Export is one of about twenty founding members of the European Music Exporters' Exchange (EMEE). Since January 2024, SME's Jean Zuber is also a board member of this organisation.

In the beginning, it was barely more than an informal collection of members getting together to exchange practical information about export strategies and support schemes. A few years ago, EMEE formally became an association legally based in Brussels. SME continues to be a member of the organisation, even though most of the funding comes from the EU, and since Brexit, the EU has become much more reluctant to have non-EU members take part in its support programmes.

EMEE is of vital importance to Switzerland's interests. In recent years, the organisation has begun to coordinate a number of exciting projects outside Europe under the banner of DEMEC, a programme which is funded with a considerable percentage of funding from Creative Europe. Visits to new, non-European markets are set up as part of a three-phase research project to find ways to bring certain specific territories into the marketing orbit of the European music business. It seems glaringly obvious that markets like these, not to mention the United States, are much more likely to take notice of European interests when these are presented by a sizeable, well-coordinated and international group of Export Offices rather than a large group of uncoordinated individual players. However, the follow-on programme to DEMEC from 2025 will involve fewer missions, but more research and exchange.

Just as important for SME is the constant exchange of information between the various EMEE members. Discussions about "best practice", approaches to songwriting camps, support of composition for films, not to mention strategies to deal with the new challenges posed by AI, and much more, are all part of an ongoing flow of invaluable information. An important part of the concept is education. To give an example, a two-day forum in Tallin was dedicated to questions about ecological sustainability within the

music business as well diversity, equity and inclusion issues. The SME team also attended an EMEE networking mission on the eve of Waves Vienna to learn more about the specifics of the music scene in our neighbouring country.

Another fantastic EMEE venture is a **resource centre** which keeps extensive marketing reports from all European countries as well as a growing number of countries elsewhere. These are a priceless resource for SME, containing reliable information about things like visa restrictions, currency fluctuations, tax rules, important local players, contacts, etc. All information gathered is **accessible to the public** via the EMEE homepage.



SME 2025+

A major undertaking during 2024 was the re-structuring of our organisation and re-formulating our vision and mission. As stated above, this move was designed to separate organisations involved in financing our association, from its board, responsible for the distribution of these finances. Consequently, **Urs Schnell** (FONDATION SUISA) and **Yvonne Dünki** (Schweizerische Interpretenstiftung) stepped down as board members. SME sincerely thanks them for their many years of valuable work as board members of Swiss Music Export.

SME elected five new board members in November 2024, representing various interest groups – namely record labels, live industry, media, and science – catered for by SME: **Fabienne Schmuki**, **Fabienne Wolfschläger**, **François Küffer**, **Kamil Kostka**, and **Dr. Hazbi Avdiji**. **Laurence Desarzens** continues for the time being in the role of the president.



old and new board members and team SME 2024 © SME

Back row left to right: Urs Schnell, Yvonne Dünki, François Küffer, Laurence Desarzens, Kamil Kostka, Fabienne Wolfschläger, Jean Zuber.
Front row left to right: Fabienne Schmuki, Joana Elena Obieta, Albane Dunand Schlechten, Dr. Hazbi Avdiji

COMMUNICATION

SME

publishes a monthly newsletter via the SME homepage www.swiss-music-export.com. The newsletter features all festivals, conferences and other events with SME involvement as well as information about new releases and labels supported by SME. The website is updated at the same frequency, or even more frequently if need be. The search function enables users to research older information about artists, festivals and SME activities.

Also available is a Swiss Business News bulletin, published when the need arises and sent out via email (seven times in 2024). This bulletin is aimed specifically towards Swiss professionals and contains insider information to do with applications, deadlines, discounts, and events like the FeedbackClub.

The *Swiss Recommendations*-Playlist is updated weekly on Spotify, Deezer, YouTube and Apple. Around ten to twenty songs every week are added on Fridays, Mondays or Tuesdays to a *New Music* Instagram Story sequence. At the moment of writing, the playlist has 136 saves; the songs remain on the list for around four weeks. A constantly updated *Swiss Showcase Selection Playlist* accessible through the SME homepage lists all Swiss artists currently selected by international showcase festivals. To take advantage of recent social media trends, SME's Instagram activities have been greatly increased. Summary/throwback reels are posted after each festival with SME involvement. 105 stories in the last three months before this report attracted 33,2k views, 489 interactions and 2623 regular followers.

BUSINESS SUPPORT

In the course of 2024, 25 acts as well as three record labels (Planisphere, Irascible, Mouthwatering) received direct financial support from SME. With a budget of **CHF 55'000.-**, the smallest amount handed out was CHF 500.-, the largest CHF 6'000.-. The demand for support was such that the applications facility on the SME homepage had to be stopped in August as all available funds had been allocated.

Annie Taylor	Mehmet Aslan	Soft Loft
A-Tunes	Mel D	
Bound By Endogamy	Monte Mai	Irascible Records
Coilguns	Moonpools	Mouthwatering Records
crème solaire	Muddy Monk	Planisphere
Cyril Cyril	NNAVY	
Dino Brandão	Norna	
Evelinn Trouble	Pina Palau	
GINA ÉTÉ	Muddy Monk	
King Zebra	Sami Galbi	
Klaus Johann Grobe	Schnautzi	
Lakna	Sirens Of Lesbos	

Table: Artists and Labels that received “Business Support” in 2024

Swiss Artists at Showcase Festivals

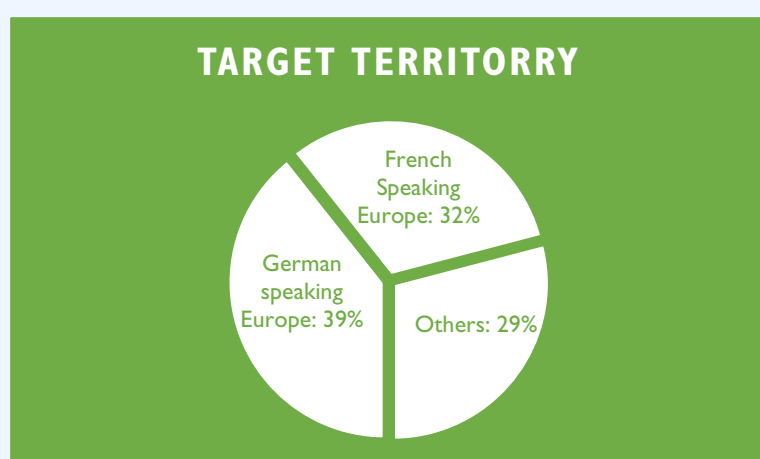
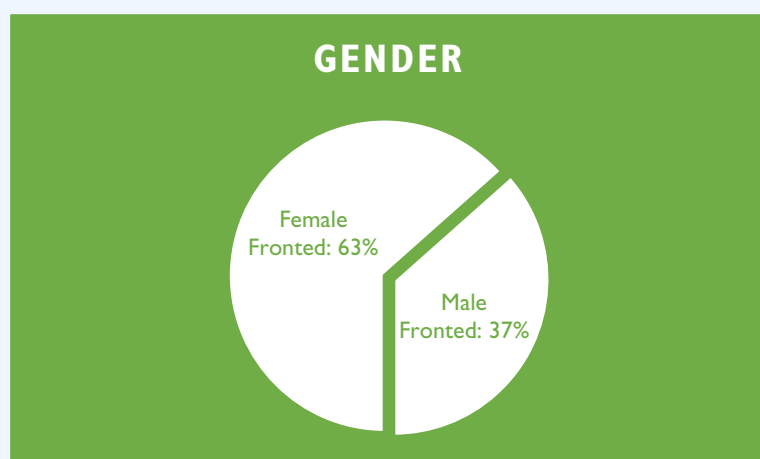
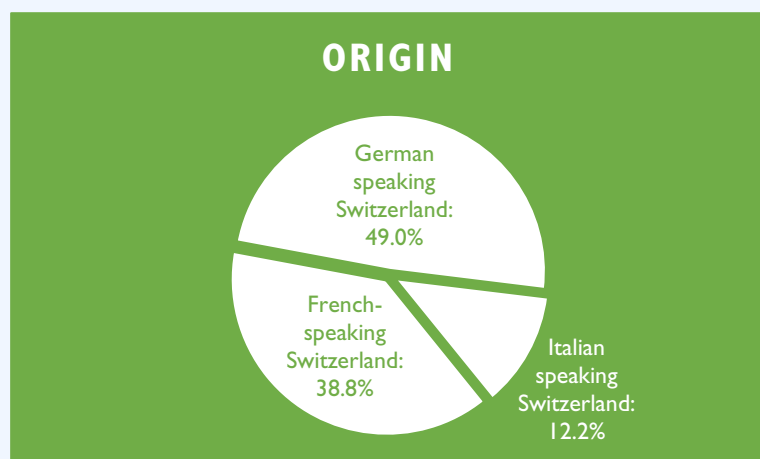
28 Bands and artists playing at a showcase festival that SME is partnering in 2024. They also can get support, financially and/or with promotional activities.

AAMO	MaMA Festival
Alice	Les Rencontres Trans Musicales
Annie Taylor	Eurosonic Festival
Ay Wing	Waves Vienna
Batbait	Eurosonic Festival
Benjamin Amaru	c/o pop Festival, Reeperbahn Festival
Bound By Endogamy	Eurosonic Festival, The Great Escape
Camilla Sparksss	Linecheck Music Meeting and Festival
Caroline Alves	Eurosonic Festival
crème solaire	Eurosonic Festival, Reeperbahn Festival
Edb	Reeperbahn Festival
Ella Ronen	Reeperbahn Festival
Fulmine	The Great Escape (pulled out)
Ikan Hyu	MaMA Festival
LEILA	Eurosonic Festival, c/o pop Festival, Reeperbahn Festival
Mel D	Reeperbahn Festival
mischgewebe	c/o pop Festival
Monte Mai	Eurosonic Festival, Reeperbahn Festival
Moonpools	Reeperbahn Festival
Nathalie Froehlich	Eurosonic Festival, Reeperbahn Festival, MaMA Festival
NOMUEL	c/o pop Festival
Paula Dalla Corte	Reeperbahn Festival
Psycho Weazel	Eurosonic Festival
Roshâni	Les Rencontres Trans Musicales
Roxane	MaMA Festival
Sirens of Lesbos	The Great Escape (pulled out)
Soft Loft	c/o pop Festival, The Great Escape, MaMA Festival
To Athena	Reeperbahn Festival

Table: Swiss Artists performing at Partner Showcase Festivals 2024

EXPENDITURE STRUCTURE

The artists supported by SME through Business Support and showcase festivals are made up as follows:



Consulting sessions: In 2024, SME held approximately 200 consulting sessions with management and artists in the two offices in Zurich and Nyon as well as via video.

ANNUAL ACCOUNTS

BALANCE SHEET

	2024		2023	2022
Assets	CHF	%	CHF	CHF
<i>Cash</i>	-	0.0%	-	-
<i>CHF Account Postfinance</i>	129'595	85.1%	131'702	129'814
<i>EUR Account Postfinance</i>	8'370	5.5%	4'825	6'314
<i>Deposit Account</i>	-	0.0%	-	-
Liquid Assets	137'964	90.6%	136'527	136'128
Debtors	5'262	3.5%	10'232	84'313
Transitory Assets	9'131	6.0%	16'684	17'368
Fixed Assets	1	0%	1	1
TOTAL ASSETS	152'358	100%	163'445	237'810

Liabilities	CHF	%	CHF	CHF
Creditors	8'173	5.4%	6'000	17'741
Transitory Liabilities	67'838	44.5%	62'879	168'610
Provisions	25'000	16.4%	45'000	-
<i>Association Capital</i>	10'000	6.6%	10'000	10'000
<i>Free Reserves</i>	39'566	26.0%	41'458	43'520
<i>Profit / Loss</i>	1'781		-1'892	2'062
Total Equity	51'347	33.7%	49'566	51'458
TOTAL LIABILITIES	152'358	100%	163'445	237'810

INCOME STATEMENT

	2024		2023	2022
Operating Revenue	CHF	%	CHF	CHF
Fondation SUISA	130'000	24.8%	130'000	90'000
Pro Helvetia	150'000	28.6%	150'000	150'000
Schweizerische Interpretenstiftung (SIS)	80'000	15.3%	80'000	80'000
Stiftung Phonoproduzierende	100'000	19.1%	100'000	100'000
Further Contributions I)	60'516	11.5%	88'565	67'849
Total Subsidies	520'516	99.2%	548'565	487'849
Other Income	4'000	0.8%	-	618
Total Operating Revenues	524'516	100%	548'565	488'467
EXPENSES	CHF	%	CHF	CHF
<i>Total Projects Abroad</i>	137'852	26.4%	207'793	158'269
<i>Total Projects Switzerland</i>	32'472	6.2%	31'075	48'207
<i>Various Project Expenses</i>	21'563	4.1%	19'863	18'898
<i>Business Support</i>	54'310	10.4%	81'918	88'574
<i>Provisions for Business Support</i>	-5'000	-1.0%	30'000	-
Total Projects and Business Support	241'196	46.1%	370'649	313'949
Personnel Costs incl. Mandate FCMA	246'281	47.1%	233'125	245'591
<i>Association Expenses</i>	3'306	0.6%	2'940	1'507
<i>Operating Expenses</i>	23'634	4.5%	22'576	21'447
<i>Administrative Expenses</i>	7'896	1.5%	20'587	7'236
<i>Financial Expenses</i>	422	0.1%	580	799
Other Operating Expenses	35'258	6.7%	46'683	30'989
Extraordinary Covid Reserve	-		-100'000	-100'000
Total Expenses SME	522'735	100%	550'457	490'529
Profit/Loss	+1'781		-1'892	-2'062

I) Other project-related partner contributions in 2024: Migros Kulturprozent, Pro Helvetia, FONDATION SUISA, Stadt Zürich Kultur, FCMA, Musikbüro Basel, Musikbüro Luzern, SONART, Swiss Embassies in London and Berlin, the Swiss Consulate General in Frankfurt, Centre national de la musique (CNM).

SUCCESS STORY: SOFT LOFT

Soft Loft had a truly fantastic 2024, reports Livia Berta of their managing team. Almost all of the aims they had set themselves at the beginning of the year were signed off with a tick. These included expanding the size of their concert venues and audiences as well as their geographic range and international network. Exploring new markets, writing new music, improving social media presence and, above all, having fun, grow as a band and stay committed as a team, while keeping the campaign in focus: everything worked out really well.

Starting off with the release party for the debut album “The Party and the Mess” at the cosy Royal in Baden, the concerts and audiences became bigger and better, including extremely well received performances at



the Great Escape in Brighton, debut headlining gigs in London and Manchester, the Immergut Festival in Northern Germany, Label Suisse in Lausanne, MaMA in Paris and, last but not least, celebrating the end of the year with a “fabulous” show at Zurich’s Mascotte. Other highlights were the nomination for a Swiss Music Award and, towards the end of the year, signing a deal with [PIAS] Recordings as a label and ATC Live as their booking agency for UK and Europe. The band is now looking forward to the release of their next EP, “Modern Roses”, on 25 April 2025. “Throughout the year, the support from SME was very valuable to us”, concludes Livia Berta. “In a very direct way, their financial support for the participation at European showcase festivals goes a long way towards compensating for the very small fees the band gets paid for playing there. We are also very grateful for the general support from SME. We know they always have time for our emails, to answer questions and give their advice.”

SUCCESS STORY: SIRENS OF LESBOS



According to their manager, Arci Friede, Sirens of Lesbos were able to hit most of the targets they had set themselves at the beginning of 2024. These included playing at least thirty concerts in Switzerland and Europe. Only the SME-sponsored Great Escape performance fell by the wayside due to the band's decision to support the Barclays Bank boycott which SME respected (see report above, The Great Escape). A new album was recorded as planned.

Preceded by the single “Call Me Back feat. SadBoi and Kabusa Oriental Choir” in November 2024, it will be released in April 2025. The search for booking agencies in the band's most important markets (UK, F, GSA) was successful; in fact, they also acquired an agent in Turkey and will play in Istanbul for the first time in 2025. Furthermore, the band is now working with a management consultant and a music business lawyer in the UK, both of whom have already opened doors that were previously shut to them. In their urge to attract increased media interest, experience showed that they were much more successful when Jasmina and Nabyla were suggested as the focus of any coverage.

Amongst the highlights of the year, Friede lists their performance in Paris in spring 2024: “The audience was really up for it. They sang along and danced all the way through. We drew a huge amount of energy from that night.” Their single, meanwhile, was played several times by BBC 1Xtra. One disappointment, however, was the difficulty in finding financial support for the recording of their album: “We had to borrow money in order to be able to produce a recording of a professional standard. We are very

well aware of the fact that money is becoming tighter and tighter all round. That doesn't mean it doesn't give us sleepless nights!" SME's support was particularly important for the Sirens' promotional activities surrounding the single release. "With the sheer mass of releases swamping the market every day", says Friede, "well-coordinated promotional activities are of crucial importance to the success of a single as well as the long-term planning of a career."

ORGANISATION

BOARD OF DIRECTORS

Laurence Desarzens, President

Yvonne Dünki, Schweizerische Interpretenstiftung SIS (until 31 December 2024)

Urs Schnell, FONDATION SUISA (until 31 December 2024)

New board elected in November 2024, starting on 1 January 2025:

Fabienne Schmuki

Fabienne Wolfschläger

François Küffer

Dr. Hazbi Avdiji

Kamil Kostka

MANAGEMENT

Jean Zuber, Managing Director

Joana Elena Obieta, Project Manager

ANTENNE SUISSE ROMANDE

Albane Dunand Schlechten, Director FCMA

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