



## **Mondo.NYC Kicks off its Annual Event October 12th with SoundExchange Panels “Music in a Digital-First World”**

October 8, 2021 (New York, NY) - [Mondo.NYC](#), the global music, arts, and technology conference, announced today their second year in partnership with SoundExchange for the online panel track **Music in a Digital-First World** starting at 11am on Tuesday, October 12th. SoundExchange will be kicking off the conference with a series of keynotes, panels, performances and tech demos , starting with [The Future of Music Consumption – A Fireside Chat with Mike Huppe and Rolling Stone’s Ethan Millman](#), a discussion around the future of music in the digital-first world as we strive to create a more simple, efficient and creator-friendly future; [There’s My Rights, Your Rights, and Neighboring Rights](#), SoundExchange’s Senior Director of International Ryan Lehning gives insights into the legal dynamics of neighboring rights, the market size, how it translates to business opportunities, and an overview of developments that could affect your income; [SoundExchange Influencer Sound-off and Performance featuring John Doe & Folk Uke](#), a part of the influencer series reflecting SoundExchange’s commitment to raising awareness around the value of all generations of music -past, present and future; and [SoundExchange Innovation Lab](#), leaders from tech startups demonstrate new solutions to address the needs of today’s independent musicians and rights owners.

SoundExchange’s President & CEO Michael Huppe says, “It’s a dynamic time for the music industry marked by constant innovation and transformation. As the economics of listening continue to evolve, so, too, must our industry to meet the demands of a shifting landscape,” said Huppe. “I look forward to this year’s Mondo event as we come together for meaningful discussion on the business of music in the digital age.”

“Michael and SoundExchange bring with them speakers, knowledge, and points of view that no other organization can,” remarked Joanne Abbot Green, Founder, Managing Director & Executive Producer, Mondo.NYC “Their reach and dedication to musicians and the business that serves it always brings with it a productive and lively conversation that caters to the needs of the entire ecosystem.”

The virtual agenda for October 12 is below (all times ET):

### **11:00 - 12:00 pm [The Future of Music Consumption - A Fireside Chat with Mike Huppe & Rolling Stone’s Ethan Millman](#)**

As the economics of listening evolve, so must the industry. This discussion will be around the future of music in the digital-first world as we strive to create a more simple, efficient and creator-friendly future. There will be a deep dive into the technology, systems and services necessary to scale the industry in the years to come as it reaches historic revenue levels. Viewers will gain key insights on how SoundExchange and the industry at large are leveling up for the next decade and beyond of success.

**Interviewer:** Ethan Millman, Rolling Stone

**12:00 - 1:00 pm [There's My Rights, Your Rights, and Neighboring Rights](#)**

Neighboring rights are as important as they are complex. Their value as an alternative revenue stream for artists and labels has grown, particularly in 2020 and 2021 as the pandemic robbed creators of live performance opportunities. Join leading legal minds and subject matter experts including SoundExchange's Senior Director of International Ryan Lehning to get insights into the legal dynamics of neighboring rights, the market size, how it translates to business opportunities, and an overview of developments that could affect your income. The panel will close with Q&A and thoughts for the future of international treatment.

**Moderator:** Ryan Lehning, Senior Director International, SoundExchange

**Panelists:** Charlie Phillips, Matt Phipps-Taylor, Naomi Asher, Ryan Lehning, Sam Heerey

**1:00 - 2:00 pm [SoundExchange Influencer Sound-off and Performance featuring John Doe & Folk Uke](#)**

The SoundExchange Influencer Series brings together legends and rising stars to focus on the impact of legacy artists on music culture and business. Acclaimed author Tom DeSavia will moderate a one-of-a-kind multi-generational chat with punk rock icon John Doe of the band X, Amy Nelson and Cathy Guthrie of Folk Uke. Then, watch an exclusive performance as John Doe and Folk Uke join musical forces from Austin's legendary Continental Club. The influencer series reflects SoundExchange's commitment to raising awareness around the value of all generations of music — past, present and future.

**Moderator:** Tom DeSavia, Author

**Panelists:** Folk Uke, John Doe

**2:00 - 3:00 pm [SoundExchange Innovation Lab](#)**

Join the action at SoundExchange Innovation Lab as leaders from tech startups demonstrate new solutions to address the needs of today's independent musicians and rights owners. These tech incubators will show how their product(s) have the potential to make the music industry more simple and more efficient for those making a living in music. They will introduce attendees to [Boost](#) by [Music Fox](#), [Laylo](#), [Plus Music](#), and [RSDL](#).

The full Mondo.NYC 2021 music festival and conference runs October 12-15 in venues in New York City and online worldwide. Conference tracks and key panels include the Music & Tech Law Symposium; The New Normal in a Post-COVID World; The Future of Financial Rights; Artist Management; Emerging Global Markets; Live Music Opportunities & Challenges; Career Transitions; Music Creation & Production; Music Supervision; Music Technology; Songwriting & Publishing; Hot New Startups; Streaming; Podcasts & Livestreams; Video Games & Esports; NFTs; and Mondo.Cannabis; plus need-to-know content collaborations with the Guild of Music Supervisors, SoundExchange, Recording Artists Project at Harvard Law School hosting Pro Bono sessions for emerging artists, AIMP, MMF-US, Women in Music and the National Independent Venue Association (NIVA).

Four-day passes to all live and virtual events are [now available](#) giving access to all live and virtual events, along with a 35% discount for Mondo 2022. Professional Pre-Registration rates are currently \$225 and the Student & Indie rate is \$195. Lawyers seeking to earn up to seven (7) CLE credits in New York or 5.25 general credits in California can also register for Mondo's [Music & Tech Law CLE Symposium](#) for \$399; a Uniform Certificate of Attendance will be provided for all other jurisdictions, which attendees may submit to their respective state bar associations for CLE review.

All in-person attendees will need to present evidence of COVID vaccination, in addition to compliance with all current NYC, New York State and federal health guidelines. Venues may limit capacity and/or have minimum age requirements.

For the most up-to-date info, please visit [Mondo.NYC and sign up for the email list.](#) # # #

**About MONDO.NYC:**

[MONDO.NYC](#) is an international festival and global business summit of and for music and tech industry insiders and innovators, emerging artists and their fans. Mondo connects fans and creators in a shared mission of empowering artists and advancing ideas in an ever-changing music business and technology landscape. Founded in 2016 by Joanne Abbot Green and Bobby Haber, the event and its year-round content programming have brought together thousands of industry professionals, artists and fans both in-person and online.

**Please note all Mondo.NYC 2021 events are subject to change without notice.**

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