



**MONDO.NYC 2021, NEW YORK'S ANNUAL MUSIC ARTS & TECHNOLOGY  
CONFERENCE & SHOWCASE FESTIVAL  
OCTOBER 12-15, 2021**

**NEW CONTENT PARTNERS, NEW ARTISTS &  
INITIAL PROGRAM AGENDA ANNOUNCED**

**HIFI Hosts The Future of Financial Rights  
The Future of Music Production Track Debuts  
AIMP Presents Publishing & Songwriters Program  
NFT Bootcamp Panel Presented by Covington & Burling LLP  
Musiiio Hosts AI & Talent Discovery Panel and Artist Analysis  
CLE Music & Tech Law Symposium Steering Committee Introduced  
Mondo.Cannabis: Details Coming Soon**

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**Eight New Showcase Artists to Perform**

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**Early Bird 35% Badge Discount Ends May 31**

**FOR IMMEDIATE RELEASE: New York, NY, May 26, 2021** — A compelling slate of critical business content has just been announced for the [Mondo.NYC 2021 conference](#), October 12-15 online and in New York City, as well as new showcase artists from around the world in performance, featuring a current artist class of 32 artists from 13 countries.

**NEW CONFERENCE CONTENT & PARTNERS ANNOUNCED**

Mondo – in partnership with [HIFI](#), the independent business management partner for creative professionals – introduces “The Future of Financial Rights,” a new series of panels, events and keynote discussions centered on innovation across financial transparency, independence and wellness.

“The Future of Financial Rights” kicks off this summer with three Mondo Conversations virtual events and culminates with an intensive four-track seminar on Thursday, October 14 featuring four panels: **Innovation in Business Management; New Approaches to Working Capital; SPACs, Private Equity & More;** and a **Fireside Chat with Will Page** (former chief economist at both Spotify and PRS for Music and HIFI advisor).

[HIFI](#) was launched in July 2020 as the financial rights organization for the music industry. HIFI's Royalties Dashboard aggregates fragmented artist income from across the globe and underwrites specialty financial products, including HIFI Cash Flow, with its bimonthly payments to artists. HIFI members also get access to a community of creators and their allies collectively striving to achieve financial transparency and independence through education, advocacy and technological innovation.

New this year is the debut of our **The Future of Music Production** track on Wednesday, October 13, featuring four panels analyzing how the broad impact of technology could dramatically change the music creation and distribution process in the coming years, from how creators make and monetize their works to how listeners experience music and engage with their favorite artists. Join us for the following panels and concentration topics: **The Producers Panel; The Impact of AI; NFTs & Music Creation; The Next Generation of Spatial and Immersive Audio.**

The [Association of Independent Music Publishers \(AIMP\)](#) presents the 2021 Publishers & Songwriters program on Friday, October 15. This will be a multi-disciplinary suite of sessions focusing on **Music Publishing: Industry Update 2022; COVID & the Songwriter Experience: Before & After; Bleeding Edge Tech for Publishers & Songwriters**; and the return of Mondo's beloved **Songwriter's Live Carousel**.

**NFT Bootcamp: How the Evolving NFT Market Will Impact Creators and Content Companies.**

- technological and legal implications for content
- counterfeit NFTs,
- current state of NFT regulation,
- common issues to be aware of

**Using AI to Discover New Talent.**

Musiio uses its Hit Potential Algorithm to sort through Mondo showcase artist submissions to identify entries that are most likely to achieve commercial success. Select artists will be featured in a second-by-second breakdown session during this Mondo panel.

**Mondo's Continuing Legal Education (CLE) Music & Tech Law Symposium** returns for its fifth year and we're proud to introduce its 2021 Steering Committee: **Michael Poster**, Chair, Michelman & Robinson, LLP; **Adrian J. Perry**, Covington & Burling LLP; **Monika A. Tashman**, Manatt, Phelps & Phillips, LLP; **Angela N. Martinez, Esq.**; and **Chris Zheng**, Harvard Law School.

New for 2021: In light of New York's recent legalizing of recreational cannabis, we will soon be officially announcing **Mondo.Cannabis**, an immersive program taking place during Mondo.NYC. Specialized panels will focus on health & wellness, media & marketing, legal & investment concerns as well as the social, cultural and economic impact of this historic decision. Details to be announced soon.

## NEW SHOWCASE PERFORMERS ANNOUNCED

Mondo 2021 has confirmed performances from eight additional artists running the gamut on background, genre and style. Five among them are from NYC, of which we hope how to showcase some live IRL, bringing our total to 32 artists from 13 territories on five continents.

Mondo introduces you to the following new showcase artists: [Zāna \(NYC\)](#), [Echezona \(Boston\)](#), [Krekhaus \(Sofia, Bulgaria\)](#), [Ryan Martin \(NYC\)](#), [Nenjah Nycist \(Brooklyn\)](#), [MOZIAH \(NYC\)](#), [Season of Ghosts, \(London\)](#), [January Jane \(NYC\)](#).

- 20 year-old **Echezona** is the quintessential artist of today, a multi-lingual singer, rapper and writer.
- **Zāna** is a soulful, multi-instrumentalist, Lebanese and Serbo-Croatian, Oakland bred pop singer-songwriter.
- **Krekhaus** is a four-piece alternative rock band from Bulgaria.
- **Season of Ghosts**, UK-based, is a spiritually groundbreaking, intergalactic music project, dedicated to the love for the unseen and film soundtracks.

Click [here](#) to learn and hear a bit from each of our showcasing artists.

At Mondo 2021, there's music in our virtual venue every night and a global community of industry colleagues gathering every day to ask (and help answer) the question: "What now and what's next?"

2021 will feature previously announced need-to-know content including programming collaborations with the **Recording Industry Association of America (RIAA)**, **Guild of Music Supervisors**, **Recording Artists Project @ Harvard Law School**, **Covington & Burling LLP** and the **National Independent Venue Association (NIVA)**.

Conference panels programs for 2021 focus on Post-COVID Financial Wellness & Survival; Music Supervision; MusicTech; Independent Live Music; Video Games, Esports and Music; CLE Music & Tech Law Symposium; Racial & Gender Equality in the Music Business; International Music Marketing; Music Creation & Production; Songwriters & Publishing; Music Policy; NFTs & Digital

Currency; and Harvard Law School's Recording Artist Project live virtual Pro Bono sessions.

While Mondo 2021 has been announced as a virtual event, we are extremely encouraged with vaccination progress and other COVID-related developments and expect to announce shortly that we will be able to concurrently welcome our attendees to a physical gathering in New York City for business, networking and live music showcases.

Stay tuned for additional announcements in the coming weeks. For more info, please visit <https://mondo.nyc>.

- **Advance purchase ticket discounts:** over 35% off regular prices available now through May 31. Click [here](#).
- **Interested in being a Mondo speaker?** Click [here](#).
- **Media inquiries**, please contact [Joanne Abbot Green](#) or submit via [press](#).
- **Marketing**, sponsorship, partnership and business opportunities, please contact Bobby Haber [bobby@mondo.nyc](mailto:bobby@mondo.nyc)

**Mondo.NYC** is a festival and global business summit of 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.

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

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