



REIMAGINED



**SOUNDEXCHANGE PRESIDENT & CEO MICHAEL HUPPE ANNOUNCED AS A  
KEYNOTE SPEAKER FOR MONDO.NYC 2020**

**NEW PANELS & SHOWCASE ARTISTS ANNOUNCED**

**CLE PANELISTS & GUILD OF MUSIC SUPERVISORS NYC EDUCATION EVENT  
PANELS DEBUT**

**NEW YORK'S ANNUAL MUSIC ARTS & TECHNOLOGY CONFERENCE &  
SHOWCASE FESTIVAL CELEBRATES  
FIFTH ANNIVERSARY AS A VIRTUAL EVENT  
OCTOBER 13-16, 2020**

**FOR IMMEDIATE RELEASE:** New York, NY, September 21, 2020 — Mondo.NYC is proud to present a keynote conversation between Michael Huppe, CEO and President of SoundExchange, and Robert Levine, Industry Editorial Director of *Billboard*. The virtual talk will take place Thursday, October 15 at 3:00 p.m. ET.

Titled “**Industry Failings: Making Sure Artists Get Paid What They Deserve,**” the conversation will address implementing changes in the industry geared towards the betterment of artists, providing insight and solution into current systematic elements of the business that need to change, including National Treatment and the AM/FM royalty loophole.

Huppe and SoundExchange are strong proponents in the drive for "National Treatment" to correct the unfair treatment of U.S. artists when their music is played in other territories such as the United Kingdom, whereby U.S. music creators are missing out on as much as \$330 million annually in royalties. On the AM/FM Royalty loophole, FM radio – with more than 200 million listeners and \$17 billion in annual revenue – does not compensate creators of the music for which much of their business is built upon.

As a recognized champion of music creators, SoundExchange, under Huppe’s leadership, has distributed more than \$7 billion in digital performance royalties and expanded its operations to serve both the recording and publishing communities. Huppe and the team at SoundExchange are devoted to ensuring artists get paid what they’re due, regardless of where their music is played.

Huppe began his career as a commercial litigator and joined SoundExchange as its General Counsel in 2007, helping to forge the policies that would move the organization forward through advocacy, efficiency, and strong partnerships. He also oversaw rate proceedings that brought increases of over 300% to artists and labels for the use of their music on internet and satellite radio.

Joining Huppe in conversation will be Rob Levine, who is also the author of *Free Ride: How Digital Parasites Are Destroying the Culture Business*, and *How the Culture Business Can Fight Back*.

Mondo 2020 features four days of nonstop panels focusing on key issues impacting the music business with global thought leaders from all facets of music and technology:

- NIVA Presents Independent Venues: Heritage & Heartbeat
- The New (Virtual) Concert Ecosystem: Navigating Opportunities in Livestreaming & VR

- [Mondo Music & Tech Law Symposium: Business as Unusual](#)
- [Guild of Music Supervisors day-long education and networking seminar](#)
- [Mindfulness in Music -- Being OK with Not Being OK: Redefining Success in Unstable Times](#)
- [Video Games, Esports & Music Track: Opportunities in the Digital World Powered by Covington](#)
- Women in Music Presents: Did Streaming Kill the Radio Star? A Conversation with Female Leaders in Streaming and Radio
- Riddles, Risks and the Road Back to Live: Legal Issues in Live Entertainment
- AIMP presents Pivoting the Music Publishing Business Post-COVID
- Branding Opportunities: The New Paradigm
- And over 30 more!

Plus on Wednesday, October 14, the RIAA will be presenting “Everything You Need to Know About Music Policy In About an Hour,” featuring representatives from 50/50, the Black Music Action Coalition, Manatt, Music Artists Coalition, Music Business Association, MLC, NIVA, SAG-AFTRA, and the U.S. Copyright Office.

In addition to Huppe, Mondo.NYC will feature the following keynote speakers:

**Harvey Mason Jr.**, Chair and Interim President/CEO of the Recording Academy; GRAMMY-nominated recording artist **Aloe Blacc**; **Binta Niambi Brown**, Founder, omalilly projects in conversation with **Ty Stiklorius**, Founder & CEO, Friends At Work; **Jason Flom**, CEO, Lava Records, Founding Board Member, The Innocence Project; **Kevin Lyman**, Founder/Producer, Vans Warped Tour, Co-Founder, 320 Festival.

Mondo.NYC, the global business conference and music festival known for bringing together music and tech industry insiders and innovators, as well as emerging artists and their fans, will celebrate its fifth anniversary as a four-day virtual interactive meeting and livestream. By day, Mondo.NYC participants will experience curated panels, conversations, workshops and special events to foster robust opportunities for virtual networking, collaboration and learning. By night, they will have the opportunity to venture out into the virtual world of Mondo showcases to be inspired by some of the best up-and-coming bands from around the globe.

Mondo.NYC is proud to announce some of this year’s featured bands, which will showcase a diverse array of talent from around the globe. The lineup for Mondo.NYC 2020 will include:

**Andrew Cassara:** A pop artist from Ottawa, Canada, Cassara has been wowing audiences with the retro ‘80s vibe on his debut album *Freak On Repeat*.

**NEEDSHES:** Originally from Uzbekistan, the award-winning Moscow-based alt-rock band stands out with their smooth vocals, catchy melodies, often cinematic vibes and uncommonly diverse genre approach.

**Jackie Venson:** This Berklee College of Music grad studied classical piano but found her true musical passion when she switched to electric guitar. Based in Austin, Venson brings an intoxicating amalgam of blues, rock, R&B and soul with deeply heartfelt lyrics.

**Beans on Toast:** A hippy, a punk, a poet, a drunk, a die-hard romantic and an eternal optimist, Beans on Toast is known for singing simple songs that tackle big issues. From political protest songs for the modern day to open and honest love songs, this London-based artist makes listeners laugh as well as think with his no-holds-barred honesty and quick wit.

**Andreas Schulz feat. Paul Engelmann:** Fresh off of the release of *Broome (Saxophone Edit)*, the first of a five-part series, German composer Andreas Schulz and alto saxophone virtuoso Paul Engelmann provide an emotionally-gripping soundtrack to reality in the midst of pandemic chaos.

**Gangstagrass:** This genre-bending New York-based outfit takes traditional bluegrass and mixes it with hip-hop beats and vocals. Their latest album, *No Time For Enemies*, has been generating huge buzz with its uplifting lyrics and unique sound.

**GOLDEN:** Following in the footsteps of Billie Eilish and Maggie Rogers, GOLDEN is a DIY, bedroom-pop project created by Brooklyn-based artist Bailey Cooke. With lo-fi electro-pop that's thrilling in both its simplicity and subtlety, GOLDEN draws listeners in with hypnotic soundscapes and Cooke's stirring and calm vocals. This is a young artist to watch.

**Surma:** Débora Umbelino, a.k.a. Surma, is a multi-instrumentalist who hits the stage solo surrounded by a loop pedal and all the tools of her trade. This musician from Lisbon, Portugal has crafted a signature sonic blend that combines ambient music, post-rock and jazz influences to create a unique, warm and intimate sound.

**Farrow:** Based in Buffalo, NY and led by producer/bass player André Pilette and singer/lyricist Michael Farrow, this diverse group of musicians has an old school sound that's played with a modern feel. The band features Tim Webb on drums, Cory Clancy on guitar, Michael Ruopoli on percussion, and Rufus "Breezy" Cole Jr. on keys.

For a list of additional artists performing and more information, please visit <https://www.mondo.nyc/2020-artists>.

- **Artists:** Apply to Play [here](#).
- **Advance purchase tickets:** Click [here](#).
- **Interested in being a Mondo speaker?** Click [here](#).

- **Media inquiries**, please contact Dawn Kamerling [dawn@thepresshouse.com](mailto:dawn@thepresshouse.com)
  - **Marketing**, sponsorship, partnership and business opportunities, please contact Bobby Haber [bobby@mondo.nyc](mailto:bobby@mondo.nyc)
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## **About 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. For more information please visit <https://mondo.nyc>.

Please note all Mondo.NYC 2020 events are subject to change without notice.

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