



Berlin, 27 March 2024

PRESS RELEASE: LABEL FUNDING – ALLOCATION OF FUNDING AND CALL FOR CONCEPTS FOR THE SECOND FUNDING ROUND 2024

The recipients of the first funding round 2024 in the Label Funding Programme are determined – Musicboard Berlin awards a total of 24,200.00 euros to five projects. At the same time, the second funding round in 2024 begins, with an application deadline on 15 May 2024 at 6:00 p.m.

Within the Label Funding programme, Musicboard Berlin regularly grants indirect artist funding to label operators who are planning specific steps to establish newcomer artists from the field of pop music. The financial support for some components of promotion and marketing helps labels operate with more flexibility, and the addition of the labels' expertise works to the artists' benefit. Both labels and artists must be based in Berlin.

The funding is awarded upon recommendation of an independent jury of Berlin-based pop experts. In 2024, the jury appointed to the Label Funding programme consists of **Beate Dietrich** (Member Services at VUT, project manager at MEWEM), **Eva Rölen** (booking agent, artist and event manager), **Ji-Hun Kim** (chief editor Das Filter, freelance lecturer, DJ, music producer), and **Thien Nguyen** (label owner, DJ, music and film producer).

Five projects supported with a total of 24,200.00 euros

In the first funding round 2024, 31 applications with a total volume of 133,455.00 euros were submitted by the application deadline on 15 February. On the recommendation of the jury, five projects are supported with a total of 24,200.00 euros:

Label	Project title	Funding
Morr Music	toechter	5,000.00 euros
Kommerz Records	Dim Fumes	5,000.00 euros
Wolfpack Entertainment	Antifuchs	4,200.00 euros
Voitax	Monstera Black	5,000.00 euros
MoonTune Music	LIAS	5,000.00 euros

In addition to meeting the formal criteria, the jury places importance to taking into account the diversity of Berlin's musical landscape and ensuring gender-equitable funding. The jury was particularly impressed by the

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quality of the applications submitted: »Berlin's music scene is one of the most stylistically diverse in the world – this is evident not only in the numerous artists, but also in the diversity of the city's independent labels and businesses. This year's Label Funding has once again shown that there is an immense density of quality, especially outside the mainstream. The jury is therefore delighted to support exciting label projects that allow not only artists but also the labels behind them to take the next steps in their development.«

Applications for the second funding round now open

With the announcement of the first funding round, the online application process for the second application period begins. The **application deadline is 15 May 2024 at 6:00 p.m.** The allocation of funding is subject to the availability of funds.

New offer: Online info session on Label Funding

To answer questions about applications, Musicboard is offering an online info session on its Label Funding programme on **Tuesday, 30 April 2024 at 3 p.m.** The session will provide information on the funding criteria and the application process via Musicboard's online application tool. It will be conducted in German and/or English as needed. Participation is possible without registration [via Zoom using this link](#). A follow-up info session on the implementation and accounting of funded projects is planned for a later date.

About Musicboard Berlin

Musicboard Berlin was founded in 2013 with the purpose of supporting pop music in Berlin. It represents an appreciation for diversity and stands for music funding that focusses on the artistic quality, content, and potential of the musicians it promotes. Through various [funding programmes](#), musicians and music projects receive grants. Musicboard also produces the [Pop-Kultur festival](#) and the [Fête de la Musique Berlin](#). As the central point of contact for the city's pop cultural music scene, Musicboard provides counselling to Berlin musicians, bands, organisers, and collectives, and supports networking and dialogues in close cooperation with politicians and officials. It relies on the involvement and innovative strengths of Berlin's music makers, their communities, and collectives.

Musicboard was created as a joint initiative of Berlin's music community and the state of Berlin and since 2015 exists as a state-owned limited liability company. Since 2017, it has been administrated by the Senate Department for Culture and Social Cohesion of the State of Berlin.

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