



Berlin, 16 January 2025

CALL FOR CONCEPTS: LABEL FUNDING 2025

In 2025, Musicboard Berlin awards funding to Berlin labels three times a year, subject to the availability of funds. Applications for the first funding round can be submitted via the online application tool by 15 February 2025.

With three application deadlines for the Label Funding programme in 2025, Musicboard Berlin again grants indirect artist funding to label operators who are planning specific steps to establish up-and-coming pop artists based in Berlin. 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.

In 2024, the Label Funding programme will be awarded three times a year with deadlines on 15 February, 15 May, and 15 August. Applications for the first funding round can be submitted from now on and by 15 February 2025 at 6:00 p.m. All information and documents as well as FAQs about this funding programme and the link to the online application tool can be found on the [Musicboard website](#). The allocation of funding is subject to the availability of funds.

New jury member

Funding is awarded through Musicboard Berlin GmbH upon recommendation of an independent jury of Berlin-based pop experts. Starting immediately, Peer Steinwald is joining the jury for the Label Funding programme. Peer Steinwald is Senior Director Creative Services at Budde Music, one of Europe's largest indie music publishers. He has signed international songwriters and artists such as US hip-hop producer Oddisee, Latin Grammy-nominated Brazilian superstar Liniker, Swedish rock band Mando Diao and Norwegian award-winning musician and producer Fay Wildhagen. Among his focuses is creative collaboration with global publishing partners like Mushroom or Beggars Music, catalogues of legendary artists such as John Lennon, Elvis Presley, Dave Brubeck as well as label publishers such as Kompakt, Toy Tonics and Philophon. Peer is a member of the Global Advisory Board of Music Norway. Before joining Budde Music in 2011, he worked in the field of cultural policy and sponsoring as well as in PR in classical music.

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Peer Steinwald will advise on applications together with Beate Dietrich (Member Services at VUT, project manager at MEWEM), Eva Rölen (booking agent, artist and event manager), and Ji-Hun Kim (editor, journalist, music producer). Musicboard would like to thank Thien Nguyen, who stepped down from the jury after three years.

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. It is administrated by the Senate Department for Culture and Social Cohesion of the State of Berlin.

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