

Music Finland UK



2012–2013 / THE FIRST HALF

Music Finland

Music Finland UK 2012–2013 – the first half



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With 48 Finnish artists, songwriters, composers and music products introduced to the UK market, gathering wide press coverage in prominent British media, 2012 was a tremendous year for Finnish music. In this report, we'll show you why.

Since the beginning of 2012, Music Finland has focused on giving the Finnish music industry professionals an extra push in the United Kingdom by providing financial and promotional support, networking opportunities and industry know-how. In 2013, we continue doing so by increasing our presence and efforts in the UK, aiming to create long-lasting connections and platforms that will continue to thrive in the years to come. Our goal is to increase the export and visibility of Finnish music, and we are keen on finding the most relevant ways of doing this in the UK.

Music Finland's two-year UK initiative is funded by the Ministry of Employment and the Economy, the Ministry of Education and Culture, the Ministry for Foreign Affairs of Finland, ESEK – The Finnish Performing Music Promotion Centre and LUSES – The Foundation for the Promotion of Finnish Music (the two last-mentioned converged in 2013 to form MES – The Finnish Music Foundation).

Music Finland works closely with the Finnish Institute in London and the Embassy of Finland in London in realising this initiative.

We support and facilitate business opportunities

Funding is one of the key elements of the UK initiative. There are three export programmes through which we offer support to our Finnish customers looking to enter the UK market.

Companies accepted into one of the export programmes are entitled to personalised coaching from Music Finland throughout their UK efforts – Music Finland’s project manager Riku Salomaa provides networking assistance and is systematically looking for new and relevant contacts for the companies involved in Music Finland UK’s export programmes.

In 2012, a total 300,000 euros were granted to 50 companies.

THE NETWORKS AND PR PROGRAMME

We help Finnish companies make their investments in the UK more effective by offering subsidised promotion and marketing of Finnish acts, album releases, tours and product launches, and by introducing them to relevant contacts.

THE LIVE PROGRAMME

We grant export subsidies for Finnish artists on tour in the UK. It is a strategic tool to improve the artist’s competitiveness and visibility, and to support cooperation with local partners.

THE EXPORT STRATEGY PROGRAMME

We encourage systematic export of Finnish music by granting export subsidies to companies interested in creating and executing comprehensive export strategies in the UK.

The supported ventures may be companies, artists or music products.

An independent steering group consisting of Finnish music industry representatives select the export programme recipients according to the following main criteria:

- The significance of the project to the internationalisation of the artist, group or songwriter, as well as the internationalisation strategy of the company
- The professionalism of the applicant’s approach
- The perseverance of work in the target market
- The implementation feasibility of the plans and project
- The use of the target market expertise and the quality of the cooperation partners
- Demand in the target market
- The objectives and indicators of the project

As of February 2013, Salomaa and project assistant Jenni Tuovinen are based in London, enabling more in-depth actions in the UK.

We make sure Finnish music is seen and heard

We make sure Finnish music is seen and heard

Music Finland UK has actively worked on increasing the presence and awareness of Finnish music in the United Kingdom throughout 2012 – this has been done by introducing Finnish music to important players in the UK music industry, and by identifying and creating relevant platforms for Finnish music to be presented in.

Media and Professional Visiting Programme

In the Media and Professional Visiting Programme key British media representatives and industry professionals were invited to major Finnish festivals as well as to the Music & Media Finland Conference to become acquainted with the Finnish music scene and its professionals.

The following UK-based media and industry organisations visited Finland in 2012:

TUSKA OPEN AIR METAL FESTIVAL
29.6–1.7.2012, Helsinki
Terrorizer

RUISROCKFESTIVAL
6–8.7.2012, Turku
PIAS, Factory Music

FLOW FESTIVAL
8–12.8.2012, Helsinki
Domino Records, Double Six, The Line of Best Fit, Primary Talent/Decked Out, Record of the Day, 5000, Moshi Moshi, Loud & Quiet, The Independent, The Guardian

MUSIC & MEDIA FINLAND CONFERENCE
18–21.10.2012, Tampere
Rough Trade, VIP Booking, Secretly Canadian, Jagjaguwar, Dead Oceans, Nomanis, MOJO, Billboard, Theartsdesk, PRS for Music, Last Gang Records, The Agency Group London, 405 Music Media, Mute Song, Future Records, SSB, XFM, The Local, Vortex, The Line of Best Fit, Record of the Day, Sound City, Create Spark.

TAMPERE JAZZ HAPPENING
1–4.11.2012, Tampere
Improvised Music, Vortex, Edition Records, Jazzwise, Cheltenham Jazz Festival, Counterflows City Festival, Turner Sims Hall.

ETNOSOI! WORLD-MUSIC FESTIVAL
6–24.11.2012, Helsinki
fRoots

Promoting Finnish music

Music Finland ensures maximised visibility for the UK activities by utilising all in-house promotional tools. These include the website www.musicfinland.fi in both English and in Finnish, with an entire section dedicated to the UK initiative and its events. The website also publishes “in the spotlight” artist portraits and more in-depth news stories relating to the UK initiative.

In addition to this, information about the UK initiative is presented in Music Finland’s newsletters, which reach out to thousands of subscribers in Finland and abroad. We are also keen on keeping our social media followers on Facebook and Twitter updated with the latest on Finnish music in the UK.

In September 2012, Finland’s Minister for European Affairs and Foreign Trade, Alexander Stubb, visited London to boost partnerships between the Finnish and British music scenes. The trip, aimed at accelerating growth in Finland’s blossoming music sector, was organised by the national export organisation, Music Finland, the Ministry for Foreign Affairs and the Embassy of Finland in London. Stubb visited BBC Radio 1 and 3, met with Universal Music Group’s Andrew Kronfeld (President, Global Marketing) and John Cumming of Serious, one of UK’s leading producers of live jazz, international and contemporary music.

Our efforts in the UK have been supported by local PR agencies. Last year we collaborated with Create Spark, Freeman PR, Projecta and Factory Music. We also received promotional support from the Finnish Institute in London and the Embassy of Finland in London.

We make sure Finnish music is seen and heard

Events

Music Finland is collaborating with local and Nordic partners to create showcase possibilities for Finnish artists. We assisted the following events by providing Finnish music industry contacts as well as travel and PR support.

JA JA JA – A NORDIC AFFAIR
Ja Ja Ja introduces emerging talent from the Nordic countries in a monthly club night arranged at The Lexington venue in London by Nordic Music Export Programme (NOMEX) and The Line of Best Fit.

In 2012, six Finnish artists performed at the club: Mirel Wagner, Manna, Sansa, Phantom, The New Tigers and Sin Cos Tan. The bands are selected by a booking committee consisting of Francine Gorman (The Line of Best Fit, VEVO), Ed Poston (BMI), Pete Jarrett (Record of the Day), Tonje Thilsen (Ja Ja Ja Web Editor) and Oskar Christiansson (Ja Ja Ja Web Editor).

The Lexington’s capacity is 330 people, and on average the audience consists of about 40 per cent media and industry representatives. Four out of six club nights were sold out in 2012. The majority of the Ja Ja Ja tickets are sold in advance, and the ticket revenue is shared equally among the performing artists. Ja Ja Ja – A Nordic Affair’s media sponsors and collaborators are The Line of Best Fit, Record of the Day and The Live List.

ECHO CHAMBER
Launched in November 2012 as a collaboration between Music Finland, Kaiku Studios and Notting Hill Arts Club, the Echo Chamber club night brings fresh sounds from Finland to west London. The first Echo Chamber saw Finnish artists French Films, Big Wave Riders and HK119 perform, and included an art show curated by Finnish art and illustration agency Agent Pekka.

Each Echo Chamber club night feature a free split 7-inch vinyl single, with tracks from the performing Finnish artists. The records are also given out at key record shops in London, such as Rough Trade East and West, Honest Jon’s and Phonica.

Industry and showcase events

Music Finland coordinates travel support for Finnish companies and joint marketing at music industry events as part of the UK initiative. Last year Music Finland enabled Finnish attendance at the following events.

INTERNATIONAL LIVE MUSIC CONFERENCE
9–11.3.2012, London
Music Finland granted travel support and coordinated joint marketing for six Finnish music companies representing live sector businesses.

THE GREAT ESCAPE
10–12.5.2012, Brighton
In co-operation with Freeman PR, Music Finland supported and promoted Big Wave Riders, French Films and Zebra and Snake who performed at this showcase event. Music Finland granted travel support and coordinated joint marketing for seven Finnish music companies attending The Great Escape.

Media coverage: Finnish music

The visibility of Finnish music in the UK increased during the first year of the initiative thanks to systematic promotional efforts, including collaboration with four local PR agencies. In addition to this, the companies receiving funds from the export programmes have themselves worked closely with PR professionals securing maximised visibility in the UK. Here's a selection of the media coverage that was gained through these activities:

Radio

BBC RADIO 1

After receiving a lot of online attention in the UK, Phantom's single "Kisses" made it to BBC Radio 1. DJ Edith Bowman presented Phantom in her review show and concluded "I feel like I've been hugged by the sky". LCMDF also reached BBC Radio 1 last year, when their track "I go insane" was played by Huw Stephens.

XFM

Some 20 Finnish artists were heard on XFM last year. For instance French Films and Sin Cos Tan were played by XFM's new music expert John Kennedy on his X-Posure show in November 2012, upon their performances at Echo Chamber and Ja Ja Ja club nights respectively.

MONOCLE RADIO

In connection to his London visit in September 2012, Finland's trade minister Alexander Stubb discussed Finnish music on the Monocle Radio programme "Midori House". Stubb also did interviews with Audience Magazine, Music Week and Music Ally.

Music media print and online

JAZZWISE MAGAZINE

The diverse showcase of Finnish bands at London Jazz Festival 2012 was widely noted in both print and online media. Jazzwise Magazine, for instance, named experimental jazz ensemble Oddarrang one of the highlights of the festival.

KERRANG!

Finnish glam metal band Reckless Love was

extensively featured in Kerrang! Magazine's 2012 Halloween issue, including an article, poster and cover picture.

DROWNED IN SOUND

"Friday Fun: LCMDF Solve Your Problems" is the title of the article published by Drowned in Sound in October 2012. Inspired by the theme of the LCMDF's EP "Mental Health Pt. 1", Drowned in Sound asked their readers to send in questions on how to lead a better life. The questions were then answered in the article by the Finnish electro-pop duo.

CLASH

The Clash did a piece on the Finnish indie rock groups French Films and Big Wave Riders in connection to their performances at the Echo Chamber Club night in November 2012. Clash also streamed the limited Echo Chamber 7-inch vinyl with singles from both bands.

NME.COM/Q/THE QUIETUS /THE LINE OF BEST FIT

The 27th edition of Eurosonic Noorderslag focused on Finland and 16 Finnish artists were featured at the event in January 2013. The Finnish artists that were included in the lineup received a lot of press attention from key online media. New Musical Express, for instance, published a Eurosonic review on their website including Phantom, Satellite Stories, Sin Cos Tan and Acid Symphony Orchestra, and the Quietus published an extensive feature story focusing on the Finnish theme at this year's event. Q had songs from French Films, Disco Ensemble and Satellite Stories featured in "Track of the Day" articles in January, and The Line of Best Fit did video interviews with Death Hawks, Eva & Manu and LCMDF.

Other media

THE GUARDIAN

The Guardian did a feature article on accordion virtuoso Kimmo Pohjonen in connection with his UK performances of the "Accordion Wrestling" show in June.

THE TELEGRAPH

Finnish jazz pianist Iiro Rantala was shortlisted in The Telegraph's list of the finest jazz musicians performing at London Jazz Festival 2012.

THE INDEPENDENT

Sámi joik singer Wimpe Saari and experimental clarinetist and saxophonist Tapani Rinne performed together at the London International Festival of Exploratory Music - LIFEM - in November 2012. Their performance was included in The Independent's "World music of the week" article published in October 2012.

FINNISH FESTIVALS IN BRITISH MEDIA

Finnish music festivals were also widely featured in the British media - especially the ones that were part of Music Finland's Media and Professional Visiting Programme and thus had British press representatives attending. The festivals were featured in Terrorizer, The Guardian, The Line of Best Fit, Clash and a number of other media.

Promotional efforts in 2013

The second year of the UK initiative sees intensified promotion of Finnish music in the UK.

One of Music Finland's most significant promotional campaigns took place 20 April in connection to Record Store Day, when we released a 10-inch compilation vinyl featuring Husky Rescue, K-X-P, LCMDF, Millennium, Phantom and Sin Cos Tan. The Limited Record Store Day Edition was curated by The Line of Best Fit, our media partner on this project, and distributed by PIAS/Arvato. The exclusive release was given out for free at all UK record stores that took part in Record Store Day. 1,500 copies of the record were pressed for the UK, with 400 copies distributed in France, Germany and Japan. To promote the release of the record, Music Finland produced a short video for each of the six tracks on the record. The videos were published on The Line of Best Fit and Music Finland websites, as well as through our social media channels.

In April, Music Finland also joined forces with Spinefarm Records and Factory Music for "Feel the Spirit", an event held at Islington Assembly Hall in London. Targeted towards a rock audience, Feel the Spirit is to become an annual platform for Finnish rock music in London. The first edition of the club night featured Von Hertzen Brothers and Barbe-Q-Barbies.

An estimated 70 British guests will be invited to nine music events in Finland this year - the number of Finnish artists present at showcase

and industry events in the UK will also increase in 2013, with Finnish acts confirmed for The Great Escape and Liverpool Sound City.

Music Finland will bring forth Finnish jazz, world and folk music in the autumn by collaborating with London International Festival of Exploratory Music, LIFEM. During the festival 30 October - 2 November, Finnish artists Alamaailman Vasarat, Iiro Rantala, Jimi Tenor, Maria Kalaniemi & Timo Alakotila, Tsuumi Sound System and Värttinä will be performing. Finnish music will also be diversely present at the World Music Expo, WOMEX, held in Cardiff in October. Music Finland will collaborate with Songlines magazine on releasing a compilation CD of Finnish music as part of the Songlines issue that appears just before WOMEX.

Music Finland continues to support the Ja Ja Ja and Echo Chamber club nights in 2013. Nordic music will get a whole new forum in November, when the first edition of the Ja Ja Ja Festival takes place at The Roundhouse in London.

Music Finland UK will also strengthen its in-house promotional efforts in 2013. A project assistant joined the UK initiative in February 2013, supporting the communication team by providing UK-related content. We are also expanding our way of presenting Finnish music in the UK, adding editorial video content to our array of promotional marketing tools, for instance.

We spread knowledge

To secure future exports of Finnish music to the UK, Music Finland aims to increase the understanding of the British music industry among Finnish music professionals. In 2012, three workshops invited industry representatives to hear UK-based speakers talk about current topics from the local music market.

1. UK MUSIC MARKET WORKSHOP

10.2.2012 – Nosturi, Helsinki

An introduction to the UK music market from both a British and a Nordic perspective.

SPEAKERS: Jules Parker (PRS for Music), Jonas Vebner (Music Export Norway) and Angus Blue (Riverman Management)

NUMBER OF ATTENDEES: 70

2. UK PR AND MEDIA WORKSHOP

9.8.2012 – Nokia Factory (Kuudes Linja), Helsinki.

A seminar discussing best practices in PR operations in the UK, with case studies from both a PR and media point of view.

SPEAKERS: Jodie Banaszkiwicz (Domino Records), Andy Inglis (5000), Daniel Dylan Wray (Loud & Quiet) and Minna Halmetoja (Moshi Moshi).

NUMBER OF ATTENDEES: 40

3. UK JAZZ WORKSHOP

9.10.2012 – Nokia Factory (Kuudes Linja), Helsinki.

A session outlining the characteristics of the British jazz scene and a discussion on the possibilities that the UK jazz market poses for industry professionals.

SPEAKERS: Nod Knowles (Nod Knowles Productions), Martel Ollerenshaw (Serious) and Annamaija Saarela (Annamaija Music Company).

NUMBER OF ATTENDEES: 30

Music Finland continues to arrange workshops in Finland throughout 2013. These include a session focusing on the classical music scene in the UK (February 2013) and a seminar discussing legal issues specific to the UK music market (May 2013).

We follow through and make it possible: Cases



CASE: PHANTOM

Phantom's journey began when The xx recommended Phantom's video "Scars" on Tumblr. Soon after that, Pitchfork featured the song on its website and the video received a lot of attention in the UK. Music Finland invited key British music industry representatives to see Phantom's performance at Flow Festival, and arranged for the band to perform at the Ja Ja Ja club night in September. In the end of 2012, Phantom signed with Primary Talent and got a British PR agency. Music Finland will continue to support Phantom's launch in the UK in 2013 through the Export Strategy programme.

Phantom has a set goal for an international market, where UK is a key target. The attention the band has gained on such an early stage is impressive which is without a doubt partly because of Music Finland's great work.

NIKLAS LUNDELL
PHANTOM'S MANAGER, 2013

CASE: RECKLESS LOVE

Music Finland granted funds to Hinterland for the promotion of the Finnish glam rock band Reckless Love in the UK. The company's goal was to create a broad and diverse fan base in the UK, and to draw the attention of the British music media. Reckless Love performed at the British Download Festival in June, and did an 18-gig tour in October. While on the road in the UK, the band returned to London every week for a weekly residence at the Camden Barfly. In addition, Kerrang! magazine's photographer and stylist flew to Finland to meet with the band and to do a piece on them for the October issue of the magazine. During the course of the year, the band did increase its visibility in the UK market, and got good gig reviews both in the media and in fan communities.

Reckless Love is focusing on the UK market this year with not only a tour, but also a performance at the Download Festival. The support that Music Finland UK offers through the export programme is an important part of the economics when realising a tour and investing in a new market.

SEPPÖ VESTERINEN
RECKLESS LOVE'S MANAGER, 2012



CASE: FINNISH JAZZ AT LONDON JAZZ FESTIVAL

Annamaija Music Company produced and coordinated a Finnish jazz series for London Jazz Festival in November. "Finnish Jazz at London Jazz Festival" was created together with Serious Ltd. The aim of the Finnish jazz theme at the festival was to present Finnish music to Britain's key promoters, festival and club arrangers, record labels and media. With this production, Annamaija Music Company also wanted to launch its business concept, and was successful in landing future projects in the UK. The Finnish music at the festival was also successful, gathering a good crowd and significant press attention.

We were negotiating with London Jazz Festival on bringing Finnish musicians to the event, and the support we received by Music Finland UK was really helpful in realising the project. As a result, Juhani Aaltonen Quartet, Rakka, Verner Pohjola Quartet (picture), Black Motor, Iro Haarla Trio, Kuara, Oddarrang and Anna-Mari Kähärän Orkesteri performed at the event this year.

ANNAMAIJA SAARELA
CEO, ANNAMAIJA MUSIC COMPANY, 2012

Finnish companies and acts in the UK export programmes

The following companies were granted support in 2012



ANNAMAIJA MUSIC COMPANY KY/FINNI SH JAZZ AT LONDON JAZZ FESTIVAL
Annamaija Music Company brought eight Finnish ensembles to the London Jazz Festival in 2012, showcasing Finnish jazz at live performances, panel discussions and networking events. Music Finland supported these actions by providing resources from the Live and Networks and PR programmes.

AVANTI KY/AVANTI CHAMBER ORCHESTRA
Music Finland supported Avanti! Chamber Orchestra's Executive Director Maija Kylkilähti in realising a networking trip to London in November 2012. Kylkilähti met with programmers at Southbank Centre and Wigmore Hall, and had meetings with a number of classical music agencies. The funds were provided from Music Finland's Networks and PR programme.

DEFUNENSEMBLEN KANNATUS-YHDITYS RY/DEFUNENSEMBLE
Music Finland supported the contemporary music group Defunensemble's performance of Magnus Lindberg's "Action-Situation-Signification" and a new piece by Joel Ryan at Huddersfield Contemporary Music Festival 20 November 2012. The group received support through Music Finland's Live programme.

EL CAMINO HELSINKI OY/HUSKY RESCUE
In the autumn of 2012, El Camino Records and Husky Rescue carried out a promotional campaign in the UK. The goal of this initiative was to find new partners for El Camino Re-



ords and to promote Husky Rescue to the UK public and media. As part of this, Husky Rescue did a live performance at London's Scala venue on 12 November. El Camino Helsinki also invited The Line of Best Fit and Clash magazine to a live performance with Husky Rescue at the Korjaamo venue in Helsinki in October – a show that The Line of Best Fit streamed live on their website. Music Finland supported this venture by providing funds through the Export Strategy programme.

ELEMENTS MUSIC OY/DEF JAM SONGWRITING CAMP
Elements Music arranged a songwriting Camp in Helsinki in October 2012, featuring Finnish and international writers. Music Finland supported Elements Music by providing funds through the Export Strategy programme, securing British attendance at the songwriting sessions.

FAT LADY OY/ FORK
The a cappella ensemble Fork performed 24 times in 26 days at the Edinburgh Fringe Festival and was featured at other events during the festival, including the BBC Festival Café live broadcast. Fork's activities were supported through the Live and Networks and PR programmes.

FLOW FESTIVAL OY
In 2012, Flow Festival focused on increasing the awareness of the festival in the UK. This was done by strengthening the press contacts, teaming up with a local PR agency, invit-

The following companies were granted support in 2012



ing press to the festival and by advertising in British media. Music Finland supported these actions through the Export Strategy programme.

GAEA BOOKING & RECORDS OY/ BIG WAVE RIDERS AND FRENCH FILMS
Big Wave Riders and French Films were included in the line-up for the Echo Chamber club night at the Notting Hill Arts club in November 2012 – an important showcase event for Finnish music in London. Music Finland supported the bands' performances by granting funds from the Live programme.

THE HELSINKI WEEK FOUNDATION & MUSICA NOVA HELSINKI/MONODRAMAS
Music Finland granted funds from the Live programme for the performance of "Monodramas" by the contemporary music composers Perttu Haapanen and Lotta Wennäkoski at the opening weekend of Britain's most important contemporary music festival, Huddersfield Contemporary Music Festival, in November 2012.

HINTERLAND OY/RECKLESS LOVE
Music Finland supported Reckless Love's live performances as well as their promotional activities in 2012 through the Live and Network and PR programmes.

JENKATEHDAS OY/ LIVEMUSICSTAGE.COM
Music Finland provided funds from the Export Strategy programme for the introduction of



LiveMusicStage.com – a live music venue online – to the UK market. Jenkatehdas Oy's marketing was based in London, establishing the platform in the UK by e.g. meeting with relevant contacts and taking part in industry events. During this initiative, 18 showcase gigs were streamed live through LiveMusicStage.com.

JERRY & OUTLAWS/ JERRY LINDQVIST & THE GRACE
Acoustic Americana trio Jerry Lindqvist & The Grace did a series of promotional concerts in London on 7-12 November 2012, performing at venues such as the Troubadour and MAP Studio Café. Music Finland supported the venture through the Live programme.

KIEKU MUSIC MANAGEMENT AY/ ZEBRA AND SNAKE
Zebra and Snake released their debut album "Healing Music" in the UK in June 2012. Music Finland granted support through the Networks and PR programme for a broad promotional campaign targeted towards blogs and printed media, as well as radio and TV.

KUSTANNUSOSAKEYHTIÖ KÄRKI OY/ BLACK MAGIC SIX
Blues-punk duo Black Magic Six did a promotional tour in the UK in September 2012. Music Finland granted funds via the Live programme, enabling the band to do three showcase events in London and one festival performance in Kent.

The following companies were granted support in 2012



LCMDF MUSIC OY/LCMDF

LCMDF did a series of five gigs in London in the autumn of 2012 and teamed up with local PR companies as part of the release of the first part of their "Mental Health" EP trilogy. Music Finland supported the band's promotional efforts through the Network and PR programme.

LYHTY RY/ PERTTI KURIKAN NIMIPÄIVÄT AND "THE PUNK SYNDROME" FILM

Pertti Kurikan Nimipäivät performed at Sheffield Doc/Fest in connection to the screening of The Punk Syndrome – a much talked about documentary about the band. Pertti Kurikan Nimipäivät's performance was supported by Music Finland's Live programme.

MAD MONEY MAKERS AY/AMORAL

Finnish metal band Amoral opened for Ensiferum in four UK cities in September 2012. Music Finland provided funds for Amoral through the Live programme, enabling the support of a local PR person who promoted the band leading up to the tour.

METALHEIM OY/INSOMNIUM

Insomnium did a 13-gig UK tour in April 2012 together with the British band Paradise Lost. Music Finland supported the venture through the Live programme,

MUSOPIA OY/ FOURCHORDS APPLICATION

Music Finland granted funds from the Networks and PR programme for the UK release



of FourChords, a guitar karaoke application. Musopia Oy worked on increasing the awareness of the application, by for instance employing a local PR agency specialised in the systematic promotion of games and applications.

OSMOS MUSIC/OSMO IKONEN

Singer/songwriter Osmo Ikonen travelled to London three times in 2012 for several songwriting sessions with British musicians, and to meet local publishers, record companies and musicians. Music Finland supported Ikonen's networking efforts as part of the Network and PR programme.

POPLANDIA MUSIC OY/ BARBE-Q-BARBIES

Finnish rock group Barbe-Q-Barbies opened for Jettblack at the Borderline club in London on 30 May 2012, and did an interview with Metal Hammer magazine. Music Finland supported Barbe-Q-Barbies performance through the Live programme.

PUTKIMUSIC PRODUCTIONS/ PEKKA PYLKKÄNEN HI-FI QUINTUPLET

Pekka Pylkkänen Hi-Fi Quintuplet performed at UK venues including the renowned Ronnie Scott's Jazz Club in London in November 2012. Saxophonist Pylkkänen also met with industry representatives and visited institutions such as the Royal Academy of Music. Music Finland enabled this by providing funds through the Live programme.

The following companies were granted support in 2012

RENAISSANCE MAN ART & SCIENCE AY/ MILLENNIUM

The newly-founded band Millennium was launched in the UK and introduced to key media and relevant tastemakers by releasing a free EP called "Starter-Kit", and a video and online campaign. The launch of Millennium was supported by Music Finland's Networks and PR programme.

ROCKADILLO RECORDS T:MI

Music Finland supported Rockadillo Records via the Networks and PR programme, enabling the company to promote its artists in the UK. The project included a print and online campaign in Songlines magazine as part of Rockadillo Record's WOMEX promotion.

SATELLITE STORIES OY/ SATELLITE STORIES

Music Finland provided funds to Satellite Stories in 2012 through the Networks and PR programme to start the UK promotion of the bands' debut album and singles. The new material will be released in 2013.

SIGNAL LIFE OY

Finnish record label Signal Life intensified its presence in UK through a promotional campaign which included a bringing the label roster to Peckham Palais in London for a label night in January 2013. Music Finland supported the venture through the Networks and PR programme.

SUBLIME MUSIC AGENCY OY/ KIMMO POHJONEN

Accordion adventurist Kimmo Pohjonen took his theatrical music and sport performance "Accordion Wrestling" to Manchester and London to celebrate the 2012 Summer Olympics. The shows were realised in collaboration with the Barbican Centre, and received support from Music Finland's Networks and PR programme.

SVART RECORDS KY/HEXVESSEL

Music Finland allocated funds from the Network and PR programme for the promotion of Hexvessel and their new album "No Holier Temple" in the UK. The promotional campaign was realised in collaboration with local partners.

SVART RECORDS KY/ JESS & THE ANCIENT ONES

Jess & The Ancient Ones released their self-titled debut album in the UK in May. The band received support from the Networks and PR programme to carry out UK-specific promotion and marketing of the album.

T:MI ANSSI VÄXBY/ICONS OF ELEGANCE

Icons of Elegance realised a promotional campaign in the autumn leading up to the official release of their album "Carousel" in December 2012. This included, among other things, a live performance at a Dinner with Daisy Records showcase night and the employment of a local PR agency and radio plugger. Music Finland supported this via the Networks and PR programme.

TMI:LEFTA/K-X-P

Alternative rock trio K-X-P did two tours in the UK and Ireland in 2012, one in May and another one in November. Music Finland supported the tours through the Live programme. Music Finland also supported the promotional efforts leading up to the release of K-X-P's second album "K-X-P II". This was done via the Export Strategy programme, and enabled the band to employ a manager in the UK, for instance.

ULTRATONE OY/PEPE DELUXÉ

Electronic group Pepe Deluxé visited London in November 2012 to promote the deluxe edition of their "Queen of the Wave" album, and to perform at London's Scala venue on 12 November. The band received a lot of publicity, including a recorded BBC session and an interview with Artrock magazine. Music Finland supported the band via the Live and Networks and PR programmes.

Finnish companies and acts in the UK export programmes 2013

Aki Rissanen Music T:mi	(Networks and PR)
Annamaija Music Company Ky / Oddarrang, Vernerin Pohjola	(Networks and PR & Live)
Brothers Incorporated Oy / Von Herten Brothers	(Export Strategies)
Eeti Nieminen T:mi / Mopo	(Networks and PR)
El Camino Helsinki Oy / Husky Rescue	(Export Strategies)
Fat Lady Oy / FORK	(Networks and PR & Live)
Flow Festival Oy	(Export Strategies)
Fullsteam Management Oy	(Export Strategies)
GAEA Booking & Records Oy / French Films	(Live)
Helsingin Barokkiorkesterin yhdistys Ry / Helsinki Baroque Orchestra	(Networks and PR)
Helsingin lyhytaikaiskoti- ja työpaja Lyhty Ry / Pertti Kurikan Nimipäivät	(Live)
Jenkatehdas Oy / LiveMusicStage.com	(Export Strategies)
Johanna Juhola Music / Johanna Juhola Reaktori	(Networks and PR & Live)
Kieku music management Ay / Zebra and Snake, Siinai	(Networks and PR & Export Strategies)
Last Man Standing Oy / Turisas	(Networks and PR)
LCMDF Music Oy / LCMDF	(Export Strategies)
Mesakumm / Mesak	(Live)
Money Cash Flow Oy / Michael Monroe	(Export Strategies)
New Generation Opera Oy	(Networks and PR)
Ooppera Skaala	(Live)
Poplandia Music Oy / Barbe-Q-Barbies	(Live)
Popularista / Phantom	(Export Strategies)
PutkiMusic Productions / Pekka Pylkkänen Quintuplet	(Networks and PR & Live)
RedBerg Agency Oy / Terveet Kädet	(Live)
Renaissance Man Art & Science Ay / Millennium	(Networks and PR)
Satellite Stories Oy / Satellite Stories	(Networks and PR & Live)
Scandal Recording Oy / For The Imperium	(Networks and PR & Live)
Solina Records Ay / Sin Cos Tan & Sans Parade	(Networks and PR)
Supertab Music Oy / Super 8 & Tab	(Networks and PR)
Svart Records Ky / Deathchain	(Networks and PR)
Texicalli Records Oy / Sansa	(Live)
T:mi Lefta / K-X-P	(Networks and PR, Export Strategies & Live)
T:mi Sami Suova / Expo/Shine 2009	(Networks and PR)
Valoa Pohjolaan Ry / The Blaster Master	(Live)
Yume Records Oy / Saara Aalto	(Networks and PR)

The following companies were also granted funds through the export programmes in 2012. As these projects are still active, they will report on their actions later

Astra Music, Bluesland Productions, Ektro, Fullsteam Records, Grandpop Records, Joonas Haavisto Productions, Pekka Tynkkynen, Scandal Recording, Solina Records, Soliti, Symptom Distribution and The Fried Music.

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