



**ONLINE COURSE:  
THE INTERNATIONAL BUSINESS OF MUSIC AND  
MANAGEMENT TODAY**

4 sessions | Simultaneous interpretation service | **For further info and registration: [imuba@uba.ar](mailto:imuba@uba.ar) | [linktr.ee/centroimuba](https://linktr.ee/centroimuba)**

DATE	LECTURER	SESSIONS	CONTENT
<p><b>Tuesday 9th November</b></p> <p><b>16 to 18 hs. (ARG) 19 to 21hs. (UK)</b></p>	<p><b>Dave Wibberley</b> Music Industry, Copyright and Cultural Studies.</p>	<p><b>What is the music industry?</b> The Landscape for the 2020s.</p>	<p>Music industry. Recorded music and live music. Publishing. Copyright. Monetization. Record labels. Global markets. Mainstream. Publishers: Sony, Warner, Universal, BMG &amp; Hipgnosis, etc. Streaming. Synch opportunities. Ownership.</p>
<p><b>Tuesday 16th November</b></p> <p><b>16 to 18 hs. (ARG) 19 to 21hs. (UK)</b></p>	<p><b>Cesar Palmeyro</b> Marketing and branding specialized in music strategy.</p>	<p><b>Brands, Music and Artists.</b> An intricate business relation.</p>	<p>The Value of Music for Brands. The Audio Revolution in the Global Brand Landscape. Main types of collaboration between brands and artists. General principles for successful artist-brands partnerships. Best Practices/Case Study.</p>
<p><b>Tuesday 23rd November</b></p> <p><b>16 to 18 hs. (ARG) 19 to 21hs. (UK)</b></p>	<p><b>Dave Wibberley</b> Music Industry, Copyright and Cultural Studies.</p>	<p><b>The other music industry.</b> The Corner Store model.</p>	<p>Technology and the Internet provide open access to content. Low-cost, high-tech recording. Low cost access to the global market. Analyzes allow targeted investment. Service companies facilitate efficient administration (Sentric / AWAL). Psychologically difficult to commit to this approach: - the only way to win is not to compete. Monetize recordings, publications, merchandising, unique live experiences. Strategic case study.</p>
<p><b>Tuesday 30th November</b></p> <p><b>16 to 18 hs. (ARG) 19 to 21hs. (UK)</b></p>	<p><b>Sergio Chiappetta</b> Artist´s Management and Booking.</p>	<p><b>Past, Present and foreseeable Future of Management.</b> Experiences shaped by its context.</p>	<p>Working with the artist. The 360 Business. Educate the artist. What is inside a phonogram? Interpretation rights. Copyright. Intellectual property. Publishing. The platforms and their available tools. The use of algorithms. The strategy of the Feat. (Alliances between algorithms). Understand the metadata of digital platforms. Penetration of artists in unintended territories. Strategies for audience development (content for the territory).</p>