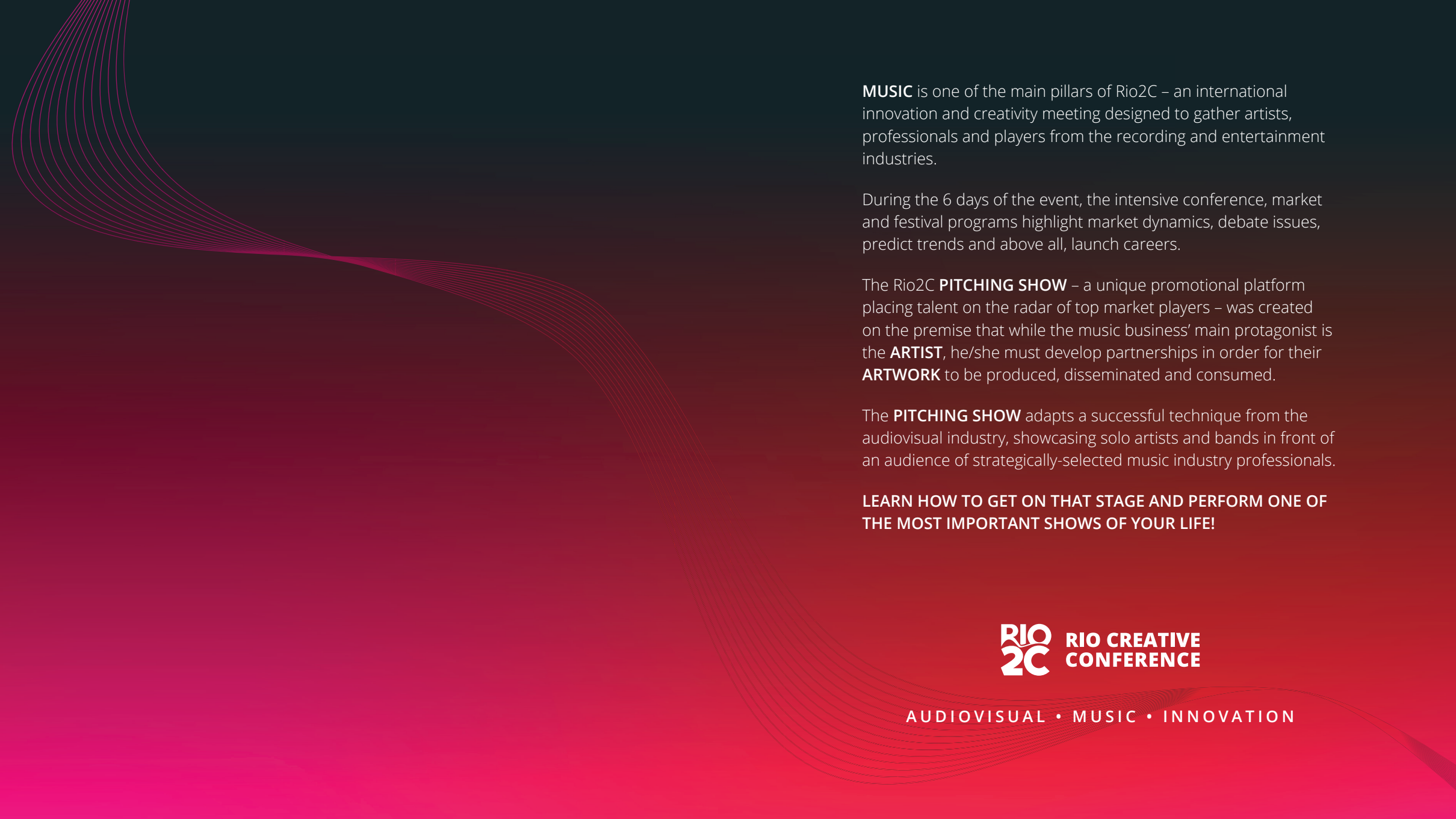
A group of people at a conference, with a woman in the foreground playing a violin. The background shows a large audience of people, some standing and some sitting, in a modern, brightly lit space. The text is overlaid on the left side of the image.

ONE
SHOW
CAN
CHANGE
YOUR
CAREER

PRACTICAL GUIDE TO THE
RIO2C 2019 MUSIC MARKET

**RIO
2C** RIO CREATIVE
CONFERENCE



MUSIC is one of the main pillars of Rio2C – an international innovation and creativity meeting designed to gather artists, professionals and players from the recording and entertainment industries.

During the 6 days of the event, the intensive conference, market and festival programs highlight market dynamics, debate issues, predict trends and above all, launch careers.

The Rio2C **PITCHING SHOW** – a unique promotional platform placing talent on the radar of top market players – was created on the premise that while the music business' main protagonist is the **ARTIST**, he/she must develop partnerships in order for their **ARTWORK** to be produced, disseminated and consumed.

The **PITCHING SHOW** adapts a successful technique from the audiovisual industry, showcasing solo artists and bands in front of an audience of strategically-selected music industry professionals.

LEARN HOW TO GET ON THAT STAGE AND PERFORM ONE OF THE MOST IMPORTANT SHOWS OF YOUR LIFE!



AUDIOVISUAL • MUSIC • INNOVATION

WHAT IS THE PITCHING SHOW?

An opportunity for artists and bands to perform 30-minute sets in front of the Music Commission, which comprises record label executives, festival directors, entrepreneurs and journalists.

A special audience, with members especially selected for their capacity to boost musical discoveries and potential to generate business opportunities.

IMAGINE THIS AUDIENCE AT YOUR SHOW

Pitching Show participants have the opportunity to perform in front of the Rio2C 2019 Musical Commission.

FESTIVALS

André Brasileiro (Festival FIG)

Lu Araújo (Festival Mimo)

Pedro Seiler (Festival Queremos)

Fabrcio Nobre (Festival Bananada)

Zé Ricardo (Rio2C Music Curator and Rock in Rio Sunset Stage Curator)

LABELS

Sergio Affonso (President, Warner Music Brasil)

Paulo Monte (A&R Manager, Som Livre)

Paulo Lima (President, Universal Music Brasil)

RADIOS

Alexandre Hovorusky (Director of Programming, Radio Nova Brasil)

Marcos Vica (Director of Programming, Radio MIX (BR))

Eduardo Leite (Director of Programming, Radio Alpha)

Fabiane Pereira (Creator of the "Faro" Radio Program)

TVs

Marcel Klemm (Globo TV Music Manager)

Juliana Constantine (Music Content Coordinator, Canal Multishow)

JOURNALISTS

Thales (Folha de São Paulo Newspaper)

Julio Maria (Estadão de São Paulo Newspaper)

Bernardo Araújo (Jornal O Globo Newspaper)

AND MUCH, MUCH MORE! In addition to the Commission members, the event brings together renowned professionals from the music ecosystem, increasing networking and business opportunities!

AN EXCLUSIVE SPACE FOR MUSIC

The Pitching Show happens from April 24th to 26th 2019 in the Electroacoustic Room at the Cidade das Artes.





LEGACIES FROM RIO2C 2018

One of the legacies from the first edition of Rio2C was the Petrobras Cultural Sponsorship Program. The main precepts of this program were established during the activity “A Conversation about Music – Petrobras” with facilitator Paula Lagrotta.

The company will invest R\$10 million in musical projects, divided into three categories: touring, festivals and innovative special projects.

Read on to discover other music industry success stories from Rio2C 2018.



FROM THE RIO2C STAGE TO THE WORLD

In 2018, the PITCHING SHOW stage served as a national visibility platform for talented artists.

Get to know some of them:



RIO2C
RIO CREATIVE
CONFERENCE



CANTO CEGO

Next stop: Rock in Rio

The band's participation in the event was announced during the Jornal Nacional televised news program.



ROMERO FERRO

Expanded Exposure

"Before my presentation even started, I met loads of industry people. All the music producers were right there, two feet away from me. And it was fantastic to have access to people from both the mainstream and independent scenes. After the Pitching Show, things improved even further. The following week, I recorded a special musical segment for Globo newspaper and gained access to top record labels and radio stations. The event still just keeps on giving".



ILLY

Networking and opportunities

"At the Rio2C Pitching Show, I had an audience of radio and TV professionals who were all really generous. During the post-show conversations, I received compliments and great tips. Aside from getting to know fellow artists, the event got me invitations to play at festivals, contacts with record labels, and the opportunity to participate in a tribute event for Erasmo Carlos".



ALMÉRIO

From the Festivalia Stage to the MIMO Festival

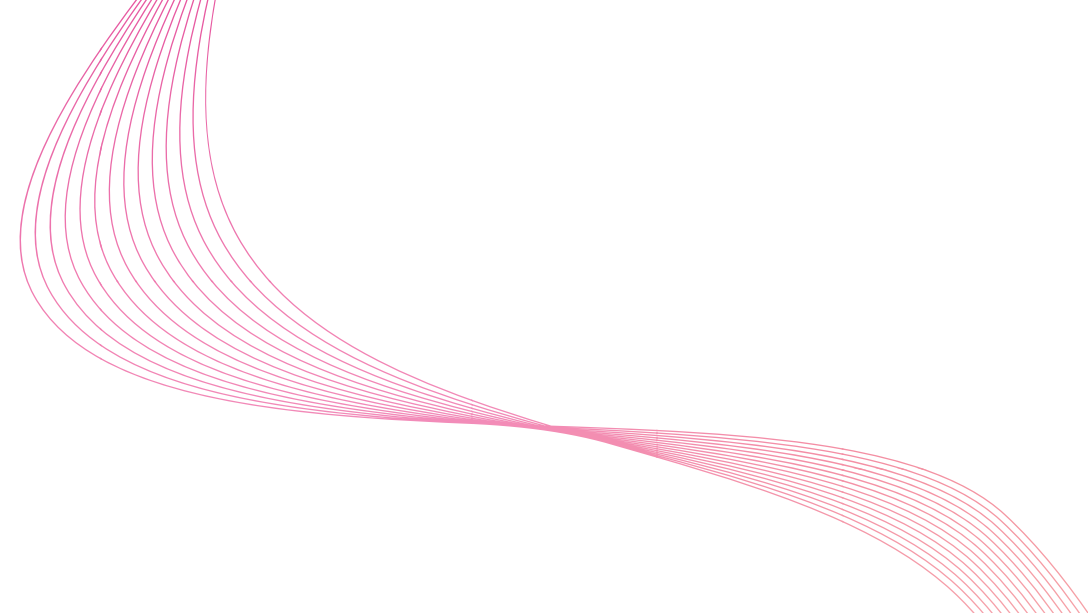
"I had a wonderful surprise after my Pitching Show: I was invited to sing at the Rio2C Closing Ceremony before a packed theatre. This participation got me an invitation to perform at the MIMO Festival in Lisbon and amazing exposure. Among other achievements, after Rio2C I won the Brazilian Music Prize for New Artist".



ALINE PAES

Crushed the show and did the FIG – Garanhuns Winter Festival

"Rio2C is an unmissable event to see and be seen at. You can be sure that strategic market professionals will get to know your work and there's even a chance they'll hire you. That happened to me: the pitching show got me into the line-up of the Garanhuns Winter Festival, one of the coolest festivals in Brazil, and brilliant exposure".



"The Rio2C Pitching Show aims to open doors for emerging artists. The Music Commission is composed of top music industry professionals, all in positions that can change an artist's life. It's the big highlight of the Rio2C music segment because it's the only place in Brazil where an artist has such access to such stellar sound and stage conditions to perform a pocket show for the industry professionals who need to know he/she exists".

Zé Ricardo, Rio2C Curator



HOW THE PITCHING SHOW WORKS

REGISTER YOUR MUSICAL
PROJECTS FOR RIO2C



THE RIO2C CURATORSHIP TEAM
ANALYZES AND SELECTS 16 PROJECTS
FOR THE PITCHING SHOW



RIO2C INVITES THE SELECTED PARTICIPANTS
AND COVERS LOGISTIC REQUIREMENTS FOR
ARTISTS RESIDING IN OTHER STATES



SELECTED PARTICIPANTS PERFORM AT
THE PITCHING SHOW FOR THE MUSIC
COMMISSION MEMBERS



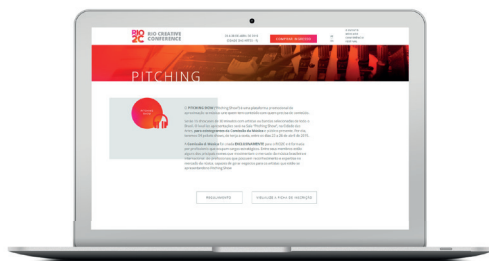
TALENT PRESENTED TO MAIN
MUSIC INDUSTRY PLAYERS



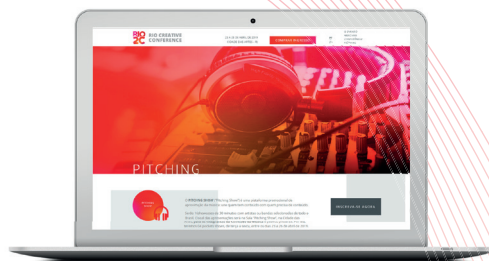
HOW TO PARTICIPATE IN THE PITCHING SHOW

REGISTRATION

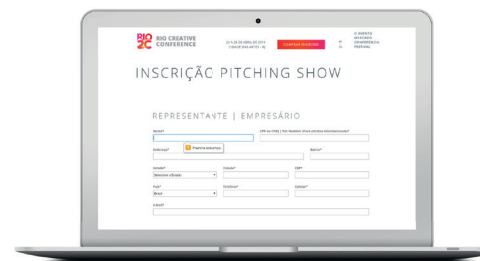
1. Access the Pitching Show section via the link rio2c.com/pitching-show to read the regulations and registration form



2. Click on "REGISTER NOW".



3. Fill out the registration form*



4. Click to agree with "Project Presentation Terms" and press "Register Artist" to confirm**



SELECTION



16 registered projects will be selected by the Rio2C Curatorship Team. The submission of projects does not guarantee selection for performance at the event.



The event production team will send selected participants: • Schedule with the date and time of their allocated performance • Link to obtain the Rio2C Creator+ Pass

Selected participants are allowed a maximum of 7 people in their team, not including sound and stage technicians ***

- * 3 projects will be accepted per CPF (Individual Taxpayers' Number) or CNPJ (Corporate Taxpayers' Number)
- ** By completing the registration process, project proponents authorize the dissemination of their information for event promotional materials
- *** Sound and stage technicians will be made available by the event production team

WHAT EVERYONE SHOULD KNOW

#OURTREAT

For performers from outside of Rio

The event will cover up to 7 airfares for non-residents of Rio de Janeiro (internal Brazilian flights only).

The event covers 1 night in a hotel (twin room) for up to 7 musicians.

#NOFAKENEWS

Projects with incomplete or incorrect information will not be considered.

For performers from Rio and outside of Rio

All selected musicians will be transported from a point in Barra da Tijuca established by the event production to the Cidade das Artes.

#LEAVEITTOUS

Rio2C is responsible for paying royalties associated with the public performance of musical works to the ECAD – Brazilian Central Office for Collection and Distribution of Royalties.

SCHEDULE

The Pitching Show schedule will be sent to the project proponents. Stated dates and times will not be altered.

AUTHORIZATIONS

Authorizations for all accompanying team members from the Union of Musicians, the SATED and the Brazilian Ministry of Labor are the sole responsibility of Artists and/or Musical Groups selected for the Pitching Show.

All individual and legal entities that register projects must have ownership of and or authors' rights / authorization pertaining to all work associated with said registered projects.

REMUNERATION

Artists' participation in the Pitching Show will under no circumstances be remunerated.

AND MUCH, MUCH MORE!

The Rio2C Program is divided into 3 pillars:
Market, Conference and Festival.



MARKET

Audiovisual Business Hall
One-to-One Meetings
Audiovisual Pitching Sessions
/ Startup Pitching Sessions /
Pitching Shows
Networking Events
Expo



CONFERENCE

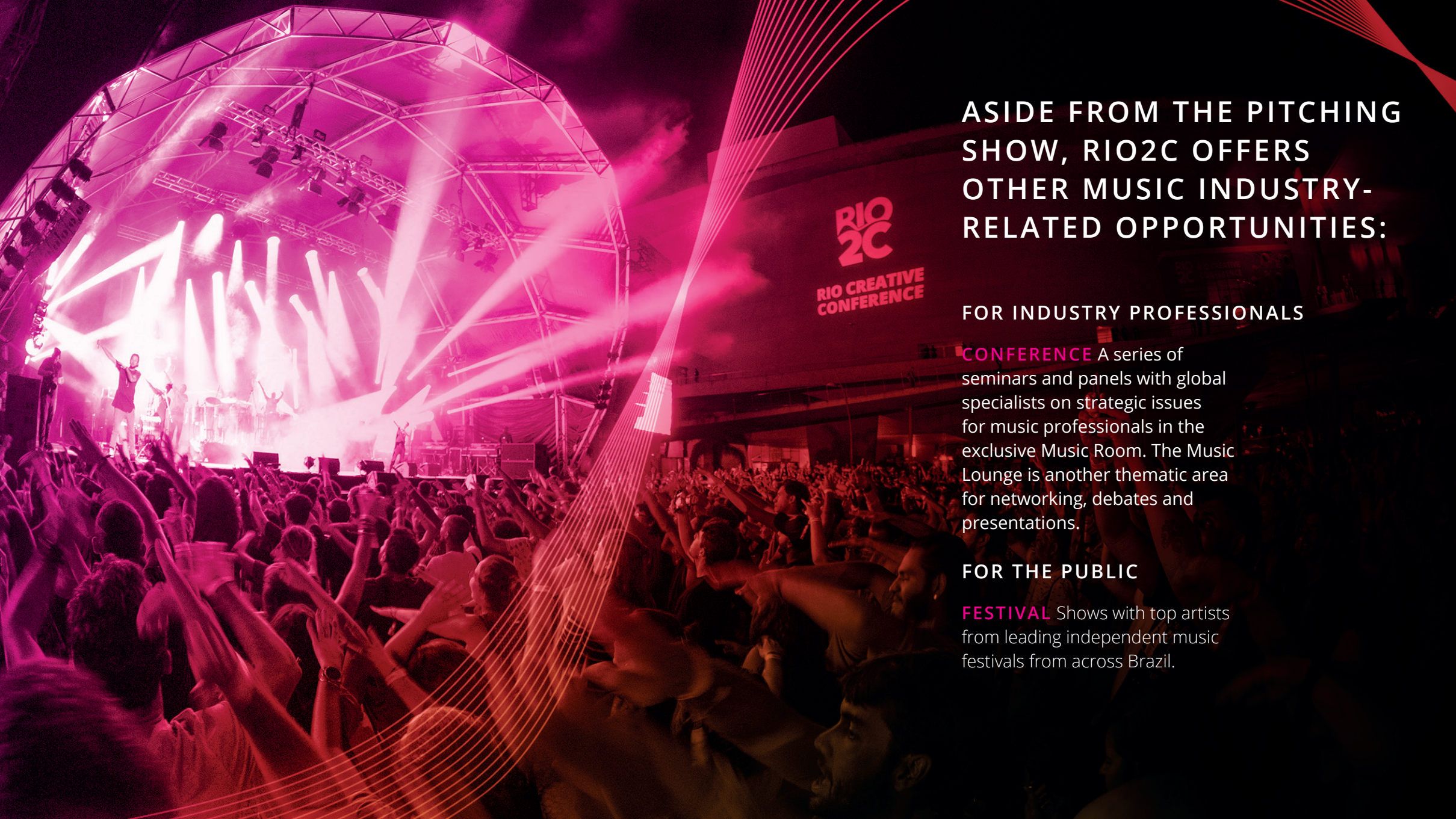
Five rooms with Keynotes
and Panels (Audiovisual,
Music and Innovation)
Branded Content Summit by
Meio & Mensagem
BrainSpace
House of Brands
Casa Brasil



FESTIVAL

Festivalia
Seminars and workshops
XR Arcade
Maker Marathon





ASIDE FROM THE PITCHING SHOW, RIO2C OFFERS OTHER MUSIC INDUSTRY-RELATED OPPORTUNITIES:

FOR INDUSTRY PROFESSIONALS

CONFERENCE A series of seminars and panels with global specialists on strategic issues for music professionals in the exclusive Music Room. The Music Lounge is another thematic area for networking, debates and presentations.

FOR THE PUBLIC

FESTIVAL Shows with top artists from leading independent music festivals from across Brazil.

A person is silhouetted against a vibrant pink and orange light wash, playing a drum set on a stage. The person is wearing glasses and has their hair tied back. The drum set includes a snare drum, a cymbal, and a microphone on a stand. A white grid overlay is visible in the foreground, and a microphone is positioned above the drum set. The background shows a stage with other equipment and a building structure.

Music

Connects people

Dulcifies romance

Banishes boredom

Lulls you to sleep

Wakes you up

Boosts celebrations

Lights up your soul

Welcomes difference

Moves your body

Makes memories


It doesn't matter what challenges technology brings.
As long as there are people, there'll be music.



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