ULI CONFERENCE UK
WHY MUSIC & NTE?
GET MORE OUT OF MUSIC
THE LEADING GLOBAL ADVISOR ON INCREASING THE VALUE OF MUSIC AND THE NIGHT TIME ECONOMY

We create strategies that deliver measurable economic and social benefits through vibrant, sustainable music & night time ecosystems.
THE VALUE OF MUSIC & NTE
KEY FACTS & FIGURES

The UK Music industry generated £4.4 BILLION to the UK economy.

30.9 MILLION people attended local music events in 2016.

For every £1 INVESTED in music, £4 IS GENERATED.

+11% INCREASE in total audiences at smaller music venues in 2016.

The Music Industry grew by +6% in 2017.

£26 BILLION value of NTE in London; 1 in 8 jobs in the capital.

91% of business owners agreed that playing music makes customers and staff happier.

142,208 JOBS sustained by music in 2016.
TO MAKE PLACES BETTER, USE MUSIC & CULTURE. AND TO DO SO, UNDERSTAND WHAT IS THERE ALREADY

- We have developed an artificial intelligence tool that maps music and cultural infrastructure in a place, to understand and inventory existing cultural and music activity.

- The tool takes a live snapshot of an area and helps to inform strategy on what is needed and what isn’t to better inform on the development of new infrastructure and create a thriving cultural ecosystem.

- Our algorithm gives a more granular look at what is in a place culturally, and tracks and measures the success of cultural development plans over time.

- Music is the only cross-generational artform. We are all born with an instrument. We all speak music. And we all live at night - at home and within our communities.

Our searched keywords can include:

- Music Venues
- Nightclubs
- Music Stores
- Recording Studios
- Voiceover Studios
- Rehearsal Spaces
- Radio Stations
- Music Schools
- Music Teachers
- Coworking Spaces
- Museums
- Convention Centres
MEASURING
YOUR MUSIC ECOSYSTEM

PLACE RESEARCH

ECOLOGY

STAKEHOLDER ENGAGEMENT

BENCHMARKING

MUSIC

DIRECT

INDIRECT

ECONOMY

INDUCED
OUR VISION

ALL CITIES AND DEVELOPMENTS SHOULD HAVE MUSIC & NTE POLICIES. ALL GLOBAL ORGS WILL FOLLOW SUIT. IT IMPROVES STAKEHOLDER RELATIONS, BRING PEOPLE TOGETHER, CREATES ECONOMY, DIVERSIFIES SKILLS & INCREASES WELLNESS
CONTACT US
SOUND DIPLOMACY

Shain Shapiro PhD, CEO
shain@sounddiplomacy.com

OFFICE LOCATIONS
London, United Kingdom
Barcelona, Spain
Berlin, Germany
New Orleans, USA

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www.sounddiplomacy.com