"Sustaining music in Ukraine and beyond"

Ukrainian Institute &
Music Export Ukraine

for EMC
Overview of the current situation in Ukrainian music industry
1. Digital music market in 2022 grew +9% YoY (more than in big oversaturated markets)
2. New massive local names grew just over one year because of the interest to Ukrainian music and cancellation of Russian monopoly on the Ukrainian market
3. DSP are growing, having 2M+ subscribers, Spotify is the most active supporting Ukrainian popular music via playlisting and special projects
Situation in Ukraine now: recording industry
1. Concerts and tours in Ukraine are actively happening. Main purpose: charity. Many artists play next to frontline.

2. Concerts and tours abroad are a challenge:
   - male population needs special permit to leave the country for number of days
   - music industry is not really balanced, therefore not many Ukrainian female acts are active abroad
   - online activities are really needed

3. Foreign artists are coming back to Ukraine with concerts
Situation in Ukraine now: recording industry

ROME, LU
Tiger Lillies, UK
Ivan Paduart, BE
25 collaborations in the framework of ‘Music is an answer’ project
- resilience and high adaptiveness to the rapidly changing situation
- private initiatives and NGOs
- reinventing identity and coming back to the roots in music and other arts (Jamala with new program QIRIM - Eurovision)
- reflecting on the current situation through using original sounds and instruments of the war in new music programs: Pokaz Trio (Odesa), Jazz performance “Music under siege” (Chernihiv).
- new initiatives: Institute of improvisational music (Lviv)
- “Jazz relocation” (Lviv) - important project in uniting musicians from eastern and western regions of Ukraine: new bands, new collaborations, also on academic level

Sustaining music in Ukraine in the war time
Emerging festivals and concert venues

New festivals:
- Kharkiv frontier jazz fest 2022
- Chernihiv jazz summer days 2023

New concert venues:
- Yermilov center (Kharkiv)
- Froots (Kyiv)
- Odnodumzi (Kyiv)
1. **Bringing awareness** of Ukrainian current situation internationally
2. Implementing **cultural programs as a soft power** in solving the conflicts
3. Integrating Ukraine to **international discourse + decolonization**
4. **Medium** between UA artists and institutions and international community
5. Creating a **platform for UA culture internationally** through focus programs at the festivals, participation of UA artists at key international events.
6. Creating possibilities for **capacity building** of UA music industry representatives through their participation at the conferences, festivals and other key events in EU countries and beyond

**Sustainable cultural diplomacy in the war time**
UA JAZZMEN AT WAR

Exhibition – documentary project
“Jazz on the Dnipro” festival on the road: cooperation with Szczecin Jazz Festival (Poland)

Art Jazz School focus program at Lublin jazz festival 2023 (Poland)
International guests at UA festivals

Jazz Bez festival 2022 in Lviv, Rivne and Uman hosted Ivan Paduart, Belgian jazz pianist, and Jazz Forum Talents band from Poland.
Music during the war: Ukraine
Lessia Oliinyk,
Secretary General of the National Committee of Ukraine IMS

In the streets of Kharkiv, Ukraine-2022 - Bach Cello Suite no 5 in C minor BWV 1011, Prelude
Performed by Denys Karachevtsev
„My name is Denys Karachevtsev, I am a cellist and a citizen of Kharkiv. I love my heroic city which is now struggling to survive the war. I deeply believe that we can help. I believe we can restore and rebuild our city and our country when the war is over. I am launching my project I the streets of Kharkiv to raise funds for humanitarian aid f and restoration of the city's architecture. Let's unite to revive our city together!”

https://www.youtube.com/watch?v=lQHzO11LcKU