

LATVIA MARKET PROFILE

An EMEE Music Market Study
2023

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**Co-funded by
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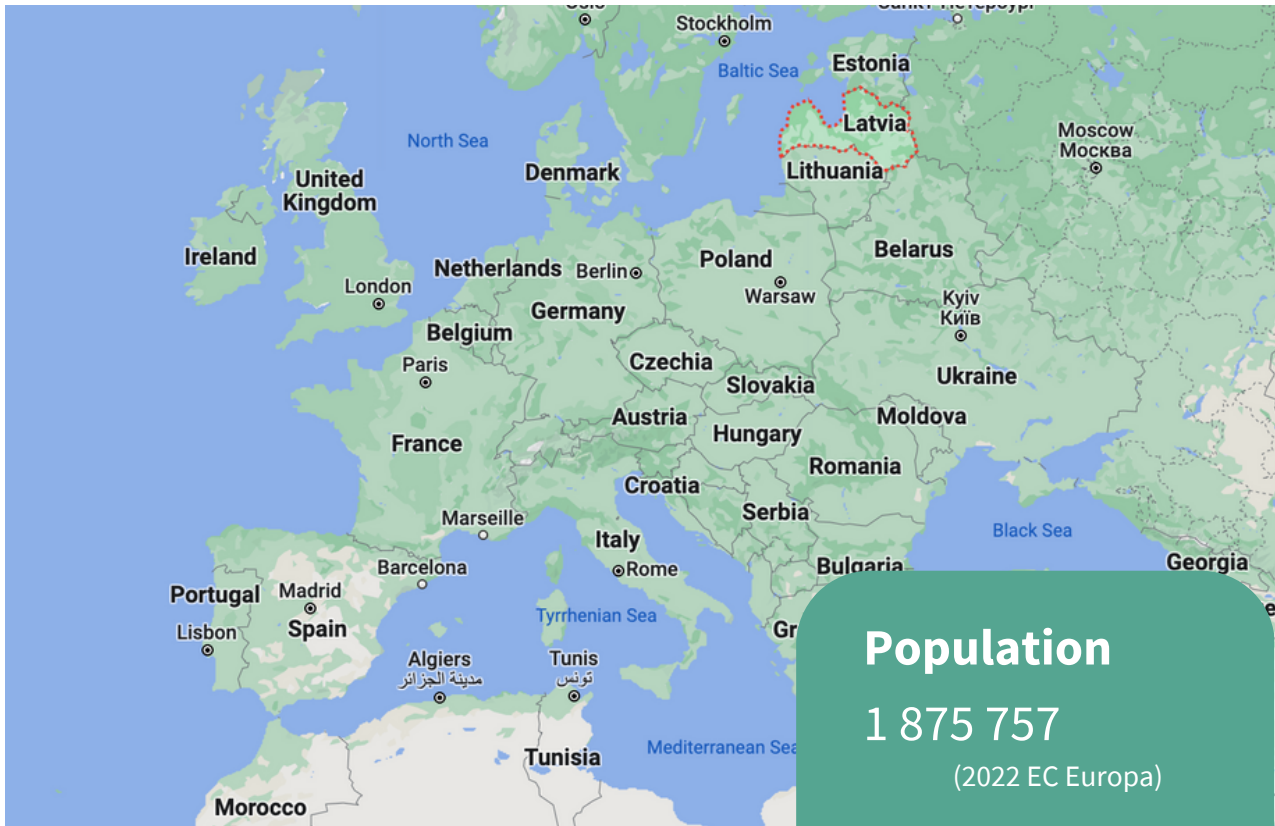
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1. General country overview



Administrative organisation

Latvia is a parliamentary republic with a head of government - the prime minister - and a head of state - the president, elected by Saeima for a four-year term. The Prime Minister is the head of government and is appointed by the President.

The Prime Minister is usually the leader of the political party or coalition that has the majority of seats in the Saeima. The Cabinet of Ministers is composed of ministers who are appointed by the President upon the recommendation of the Prime Minister.

Saeima consists of 100 members elected by popular vote for a four-year term. The Saeima is responsible for making and passing laws, approving the government's budget, and overseeing its activities. The government remains subject to Parliament's approval throughout each term.

The country is subdivided into 110 one-level municipalities and 9 cities. These have their own city councils and municipal administrations.

(Sources: [Latvia – EU member country profile](#))

Population age structure

The median age of Latvia's population is 43,9.

Here's how Latvia's total population breaks down by age group:

- 4,7% is between the ages of 0 and 4.
- 8,6% is between the ages of 5 and 12.
- 5,3% is between the ages of 13 and 17.
- 6,6% is between the ages of 18 and 24.
- 11,3% is between the ages of 25 and 34.
- 13,6% is between the ages of 35 and 44.
- 13,7% is between the ages of 45 and 54.
- 14,0% is between the ages of 55 and 64.
- 22,0% is aged 65 and above.

Source: [Datareportal](#).

Society

Official language(s): Latvian

Other important language(s): Minority language: Russian

Recommended language to communicate with local professionals: English, Russian

Currency: €

Living cost (PPP) in relation to EU average: PPP: 0,509. EU average: 0,649. Measured in national currency per US dollar. (Source: [OECD](#))

Economy

GDP (nominal), in comparison with EU av	37 199 billion USD as of 2021. (Wikipedia).
GDP per capita, in comparison with EU av	19 824 USD as of 2021 (Wikipedia).
YOY growth, in comparison with EU av	4,1% annual GDP growth as of 2021 (The World Bank).
Minimum and average wage, in comparison with EU av	€620 per month (Ministry of Welfare Republic of Latvia), average wage €1540 (according to WikiWand)
VAT rates	21% (EC Europa).

Communication & Digital

Cellular mobile connections and change

"A total of 2,72 million cellular mobile connections were active in Latvia in early 2023, with this figure equivalent to 147,6% of the total population.

The number of mobile connections in Latvia increased by 79 thousand (+3,0%) between 2022 and 2023."

Source: [Datareportal](#)

Internet users and change

"There were 1,70 million internet users in Latvia at the start of 2023, when internet penetration stood at 92,4%."

Source: [Datareportal](#)

Active social media users and change

"Latvia was home to 1,48 million social media users in January 2023, equating to 80,4% of the total population. More broadly, 87,0% of Latvia's total internet user base (regardless of age) used at least one social media platform in January 2023."

- "Data published in Meta's advertising resources indicates that Facebook had 847 000 users in Latvia in early 2023. Figures published in Meta's own tools indicate that Facebook's potential ad reach in Latvia decreased by 27 000 (-3,1%) between 2022 and 2023. Facebook's ad reach in Latvia was equivalent to 46% of the total population at the start of 2023.
- Updates to Google's advertising resources indicate that YouTube had 1,48 million users in Latvia in early 2023. The company's own data suggests that YouTube's ad reach in early 2023 was equivalent to 80,4% of Latvia's total population at the start of the year. Data published in Google's own ad planning tools show that YouTube's potential ad reach in Latvia increased by 30 000 (+2.1 percent) between the start of 2022 and early 2023.
- Numbers published in Meta's advertising tools indicate that Instagram had 612 800 users in Latvia in early 2023. The company's recently revised figures suggest that Instagram's ad reach in Latvia was equivalent to 33,3% of the total population at the start of the year. Data published in Meta's planning tools show that Instagram's potential ad reach in Latvia decreased by 63 000 (-9.3 percent) between 2022 and 2023."

Source: [Datareportal](#)

1.5. Tax & legal

1.5.1. Artist status and business identity management

It is possible to conduct business as an individual (natural person) without establishing a company and simply by registering oneself as a Self-Employed Person (*Pašnodarbinātais*). There are four tax payment regimes for Self Employed persons (VID, 2023a).

For copyright remuneration (*autoratlīdzība*) paid to individuals who do not engage in economic activity, the payer withholds 25% tax (up to 25 000 euros of copyright remuneration per year) or 40% tax (above 25 000 euros of copyright remuneration per year) (VID, 2023b).

There is also the option to have a limited liability company (SIA). A limited liability company (LLC or SIA) is a company with equity consisting of the total nominal value of shares. A limited liability company (LLC or SIA) is a private company and its shares are not publicly traded. The company acts as the legal person and the minimum equity is €2800. Founders of an LLC or SIA may be both natural and legal persons.

The standard VAT rate in Latvia is 21%, with a few exceptions (12%, 5%, 0%). For example, books, booklets, newspapers, magazines, pamphlets, and similar printed material are all subject to a 5% VAT.

The remuneration received by the author for the work and its use, as well as the remuneration received by the performer and the phonogram producer for neighbouring rights objects and their use, are not VAT applicable.

Event tickets are not VAT applicable if the event is organized by the public sector.

More information can be [found here](#).

1.5.2. Copyright law and collective licensing

There are two collective management organisations (CMOs) in Latvia: AKKA/LAA for authors' rights and LaIPA for neighbouring rights.

[AKKA/LAA](#)

The Latvian authors' society AKKA/LAA (Autortiesību un komunikēšanās konsultāciju aģentūra/Latvijas Autoru apvienība) is a multi-repertory rights management organization representing musical, literary, dramatic, visual and audiovisual repertoires. The organization represents more than 6500 authors in Latvia.

AKKA/LAA is a member of the International Confederation of Societies of Authors and

Composers (CISAC) and the European Grouping of Societies of Authors and Composers (GESAC). AKKA/LAA represents the interests of foreign authors on the basis of reciprocal representation agreements that have been concluded with more than 130 foreign organisations for the protection of copyrights.

The organisation also publishes annual reports where relevant information and data on the Latvian music market can be found. The most recent report can be [found here](#).

[LaIPA](#)

LaIPA, The Latvian Performers' and Producers' Association (LaIPA) is a collecting society acting on behalf of performers and phonogram producers. LaIPA represents more than 2000 Latvian performers and phonogram producers, as well as more than 2 million foreign performers and phonogram producers, based on bilateral agreements with international collective management organizations.

An English translation of the Latvian Copyright Law can be found at Autortiesību likums and the English translation of the Law on Collective Management of Copyright provided by WIPO can be found at Law on Collective Management of Copyright.

1.5.3. Visa and other mobility info

Citizens of the EU/EEA may enter the Republic of Latvia without a visa and stay for up to 90 days in any 180-day period. There is also a list of countries and territorial authorities whose citizens do not require a visa.¹ Please [see the full list of the third countries here](#) whose nationals must be in possession of visas when crossing the external borders and those whose nationals are exempt from that requirement.

Members of the countries that do not require an entrance VISA can participate in performances (concerts) as creative artists or performers, or as administrative or technical staff members of shows (concerts), with the intended duration of stay in the Republic of Latvia not exceeding 14 days. However, this does not apply to those foreign artists/staff members who'd be paid by an organization/ cultural institution funded by the state budget or local municipality.

More on this can be [found here](#) (in Latvian).

¹ In accordance with Regulation (EU) No 1806/2018 of 14 November 2018

2. Music Ecosystem

2.1. Music sector general overview

2.1.1. General facts & figures

The Latvian music market is relatively small but actively developing. As of now (2023), there is not enough data to provide a full overview of the Latvian music economy and the only aggregated data comes from the CMOs AKKA/LAA and LaIPA. Likewise, there are no trade associations that would regularly collect economic data of companies.

At the moment there are no noteworthy music industry conferences or events taking place in Latvia, but Music Export Latvia is about to organize one in November 2023. Most Latvian music professionals attend industry events in neighbouring Baltic countries, such as Tallinn Music Week in Estonia and What's Next in Music? in Lithuania.

2.1.1. Music sector organisations

There are several organisations and associations that are actively working on developing the music sector and music export in Latvia.

[Music Export Latvia/ The Latvian Music Development Association \(Latvijas mūzikas attīstības birojs/Latvijas mūzikas eksports - LMAB/LME\)](#)

The Latvian Music Development Association, also known as the Latvian Music Export Office, is dedicated to supporting mostly non-academic Latvian artists and producers while fostering the growth of the music industry in Latvia and the export of music originating from the country. Serving as the official representative of the Latvian music industry in Europe and international showcases, fairs, and exhibitions, it strives to facilitate the creation of competitive music records and enhance the utilization of Latvian music by providing educational programs for performers and producers. Additionally, as the recognized Baltic, European, and worldwide partner for cooperation in international music industry projects, it aims to educate members of the Latvian music industry about music export issues and global trends.

Website: <https://musiclatvia.lv/>

Contact: agnese@musiclatvia.lv

[Latvian Music Information Centre \(*Latvijas mūzikas informācijas centrs*\)](#)

The Latvian Music Information Centre serves as a dedicated platform to popularize and promote Latvian academic music, both within and outside Latvia, by collating and disseminating comprehensive information about it. Acting as a coordinator among various organizations involved in the music industry, the Centre ensures Latvia's active participation in the international music scene and facilitates the performance and publishing of Latvian music. Recognized by the Ministry of Culture, the Centre carries out its statutory function in music information and receives financial support for its activities.

Website: <https://www.lmic.lv/>

Contact: info@lmic.lv

[Latvian Rock Music Association - \(*Latvijas rokmūzikas asociācija*\)](#)

The Latvian Rock Music Association fosters the growth of Latvian rock music locally and abroad, supporting professional musicians and promoting their global recognition. They inform society about the competitiveness of Latvian rock music, encourage collaboration with foreign musicians, and provide assistance in various areas, including intellectual property protection and representation in local and international contexts.

Website: <https://lrma.lv/>

Contact: info@lrma.lv

[Latvian Event Producers Association \(*Latvijas Pasākumu producentu asociācija*\)](#)

LaPPA (Latvian Event Producers Association) was founded in April 2010, uniting original event producers in Latvia from both the public and corporate sectors. Their goals include promoting the development of the event industry, improving event quality, fostering professional education, and informing the public about industry processes. LaPPA holds regular meetings, represents the industry's views on event organization processes, and presents the prestigious "LaPPA Event of the Year Award" since 2010. With 13 participating companies focused on event production, LaPPA members organized 348 events in 2013, with approximately 40% being public and 60% corporate events.

Site: <https://www.facebook.com/LaPPApasakumi>

Contact: info@pasakumi.lv

[Self-Employed Musicians Association - \(*Pašnodarbināto mūziķu biedrība*\)](#)

The goals of the Association of Self-Employed Musicians are to unite self-employed musicians in Latvia, establish contacts with allied organizations, gather information on foreign regulations, address deficiencies in local regulations, participate in policy

development, provide consultations, represent members' interests, express opinions publicly, and collaborate with other professional organizations.

Website: <https://www.muzikubiedriba.lv/>

Contact: info@muzikubiedriba.lv

2.2. Live music Sector

2.2.1. The size and overall structure of the live music market

The Latvian Author's Rights Association AKKA/LAA collects annual data on the public performance of musical works. According to the AKKA/LAA [2022 report](#), they collected € 5 298 738 in 2021, including € 1 486 022 from live public performances (both ticketed public events and non-ticketed private events) meaning the approximate income from live music is around €20-25 million.

2.2.2. Music festivals

Positivus Festival

The largest international festival in Latvia is undoubtedly Positivus Festival. Each year the festival brings exciting artists from all around the world for two days of performances and entertainment. There is a substantial focus on US artists with artists like Twenty One Pilots and Imagine Dragons performing their first European shows at Positivus. The festival aims to strike a balance between hosting well-known acts and emerging artists.

Genre: pop, rock, electronica, hip-hop

Notable international acts: Twenty One Pilots, Two Door Cinema Club, The 1975, Sam Smith, Alt-J, Ellie Golding, The Lumineers, The Kooks, Tom Odell.

Summer Sound Festival

The "Summer Sound" festival, which took place for the 10th time in 2022, has become the largest festival in Latvia and one of the most important summer outdoor events in the Baltics. Offering a rich program of music and entertainment, it gathered 40 thousand visitors last year. During two days, festival visitors have the opportunity to watch the performances of more than 70 domestic and international artists, enjoy various attractions, and shows, and relax on one of the most beautiful beaches in Europe!

The festival mostly books artists they've either seen at showcases or other festivals, artists who have been recommended to them by people they trust, or artists that they've been following themselves. The festival bookers do listen to and consider bands or artists that have applied to play at Summer Sound themselves, however, just a handful of applicants have actually been invited to play.

[LABADABA](#)

Around 30% of LABADABA's line-up is made up of international bands. The main idea of the festival LABADABA lies in its non-standard expression of the program, constantly seeking and offering something new that has not yet been seen or heard in Latvian music festivals.

They typically book international artists they have seen live before, mostly at showcase festivals, artists that are recommended to them by people they trust, or specific artists they want to see on the lineup.

[Sansusī](#)

Sansusī is an alternative open-air chamber music festival. Instead of familiar names and stars, spectators are encouraged to attend the festival as a unified work of art, without prior knowledge of the program. Every detail within the festival territory is incorporated into thoughtful scenography, free from commercial advertising stands or vendors that could distract or detract from the audience's experience.

[Bauska TasTe](#)

The two-day festival funded by the Bauska city culture department has quickly become the third biggest festival in Latvia, bringing in a crowd of 12 000 over two days. The festival mostly books local artists and occasionally features international acts.

Genre: pop/rock - Hardly ever book any international artists, if so, then not

[Zobens un Lemess](#)

The modern ethnic music and ancient crafts festival "Zobens un Lemess" is beloved by fans of heavy music and historical reconstructions. The festival also books non-local bands.

Genre: folk/pagan metal festival

[Porta festival](#)

The world music festival PORTA is an intimate festival, that has become well-known and recognized across Europe. The festival offers concerts and musical collaboration projects for audiences on two weekends each autumn in several cities across Latvia. The festival books mostly international artists.

Genre: world music

[Rīgas ritmi](#)

Rīgas Ritmi Festival is one of the leading improvisation, jazz and global music festivals in the Baltics. Every year in Riga, the stages of the festival bring together world-

renowned artists, as well as new emerging musical talents. The showcase of the Rīgas Ritmi Festival is a project whose goal is to present Latvia's best jazz, improvisation and global music performers to foreign producers, journalists and festival organizers. This project promotes the export of the Latvian music industry abroad. The festival mostly books international artists.

Genre: improvisation, jazz, world

2.2.3. Venues and clubs

There are two major seasons for Latvian venues and clubs - summer and the rest of the year. During the summer, there are a multitude of outdoor venues that host live music. However, during the colder months, it can be trickier to find the right indoor venue and some venues can be quite pricy to rent out.

Riga (Venues for Events/Concerts)

Large venues

Daugavas stadions
(total cap. around 30 000, 10 461 seats)

Arena Riga
(total cap. 13 500, 10 266 seats)

Mid-size venues

Hanzas Perons
(total cap. 2100; 1200 seats)

Palladium Riga
(cap. 1800)

Kongresu nams
(1142 seats)

<1000 venues

VEF Kultūras pils
(800 seats)

Ziemeļblāzma
(547 seats)

Concerthall Spīķeri
(around 200 seats)

Mūzikas nams "Daile"
(56 seats)

Clubs/Music Bars in Riga

[M/Darbnīca](#)

M/Darbnica is a cultural centre located in one of the iconic Fon Stricka mansions in Riga. Established in October 2020, its goal is to support talented acts across various cultural fields - from music to art to dance, theatre, poetry, and mindfulness. M/Darbnica provides a platform and an open space for exploration, education, and curiosity.

Genre: jazz

[Tu jau zini kur](#)

Located in Tallinas kvartāls, Tu jau zini kur is a venue for all sorts of creative happenings, concerts and performances.

Genre: all

[Vagonu zāle/Vagonu hall](#)

Vagonu Zāle is a cultural space in Riga, located near the city center, in the vibrant Vagonu Creative Quarter.

[Latvijas 1. Rokkafejnīca](#)

A Latvian version of “Hard Rock Cafe”. Located in the old city.

Summer Outdoor Venues

- [Stricka Villa](#) (Riga)
- [Kalnciema kvartāls](#) (Riga)
- [Tallinas ielas kvartāls](#) (Riga)
- [VEF kvartāls](#) (Riga)
- [Wiktarija culture house](#) (Liepāja)
- [Pegaza pagalms](#) (Liepāja)
- [Kalna pagalms](#) (Kuldīga)
- [ZEIT](#) (Līgatne)
- [Raina Sēta](#) (Jūrmala)

Concert Halls in Other Regions:

[Concerthall "Latvija"](#) Ventspils

(cap. 600 seats)

[Concerthall "Lielais Dzintars" \("The Great Amber"\)](#) Liepāja

(cap. 972 seats)

[Vidzemes concerthall "Cēsis"](#) Cēsis

(cap. 800 seats)

["Latgales vēstniecība "GORS""](#) Rēzekne

(cap. 1000 seats)

[Jūras Vārti](#) Ventspils

(cap. 695 seats)

There are also many renovated culture centers in the regional cities with a capacity of 200-650 (Ulbroka, Jelgava, Madona, Alūksne, Bauska, Valmiera, Sigulda, Valka, Krustpils, Smiltene, Ropaži, Valka etc).

2.2.4. Promoters, producers and agents

- [Positivus Music](#) - mostly works for the Postivus festival, organizes the concerts of international musicians, and has worked with local artists.
- [L-Tips Agency](#) - works mostly with the concerts of international musicians, and has worked with local artists. They are open to a multitude of different genres.
- [Art Management group](#) - represents a handful of musicians.
- [Producentu grupa 7](#) - represents a handful of musicians.

Small/indie/one-person agencies:

- [Every Little Thing](#) - represents a handful of musicians.
- [Laska](#) - a new agency that started by organised concerts at their bar Laska, now also books for VEF Kvartals and organises other international shows. Post funk, DJs etc.
- [Vārnu laiks](#) - alternative & guitar music enthusiasts, host a radio show, have organised concerts
- [Zemlika](#) - small festival, that tends to organize concerts for small & interesting acts
- [MOO](#) - local and international independent music enthusiast, organise concerts/tours
- [Lazytime](#) - located in Liepaja; focuses mostly on African music.

Concerts and shows are mostly organised by the artists and/or their management team.

2.2.5. How to get booked for a show or organise a tour?

The majority of Latvian musicians (management) organise their own concerts or are invited to perform at events organised by concert venues.

The head of booking for Latvia's major music festival, Positivus, Girts Majors shared his perspective on how artists can get noticed and what he looks for in artists he books.

"I think we look for some kind of future potential for growth. It really helps the festival's reputation and brand. We want to get to bands of the future, that make the festival reputation. We have three types of acts for the lineup: a band who can sell the tickets, then artistic well-established acts (from different cool genres), and then newer acts that are either artistically interesting or with future potential."

Girts advises foreign artists hoping to book a show or festival in Latvia to approach festival bookers with numbers, stats and measurable data that prove that they have an audience in Latvia or in the Baltics, either on social media or through streaming. This helps get their attention.

"For many acts we book, I may have never heard of them personally but the artists approach us in the right way showing that they already have followers and relevant statistics coming from the Baltics, then this grabs our attention."

Another thing festival bookers look at is the other festivals the artists have recently played at or are going to play at in the near future. "We're always following what other festivals are doing," Girts says.

Girts also mentioned that either he or someone from his team will try to attend showcase festivals to scout for new talent. The main showcase events they attend are Eurosonic, SXSW and The Great Escape. Hence, it is worth it to perform at these showcase festivals in order to get noticed and meet festival bookers and promoters. For foreign artists performing in Latvia, Girts recommends artists find a local promoter, booker or agent to work with (see 2.2.4).

Guna Zučika, head of the music management agency, Every Little Thing, also advises international artists to reach out to their cultural representation offices such as the Goethe Institute, Institute Francais or the national embassy. These institutes can sometimes help artists cover expenses and costs and offer some form of promotion.

Ticketing services

The ticketing service fee is a percentage (approx. 4-7%) of the sold tickets + VAT. In Latvia, event tickets are not VAT applicable.

The main ticketing service providers include

- [BilesuServiss.lv](https://www.bilesuserviss.lv)
- [BilesuParadize.lv](https://www.bilesuparadize.lv)
- [Aula.lv](https://www.aula.lv)
- [Ekase.lv](https://www.ekase.lv)
- [Bezrindas.lv](https://www.bezrindas.lv)

2.3. Recorded music sector

2.3.1. The size and overall structure of the recorded music market

Data on the Latvian recorded music market is scarce since there is little historical information on recorded music sales and official charts. In 2022, official digital charts have started to be published so more information is becoming available. The Latvian Producers Association (LAIIPA) also published data on the listening habits of the music market. Information can also be found in their annual reports about how much they distributed in royalties. The total amount calculated for the distribution of compensation for the phonograms played in 2020 was EUR 1 908 019. In July 2021, compensation was paid to 2343 Latvian rights holders (1482 performers and 861 producers), as well as foreign collective management organisations.

To better understand the recorded music sector in Latvia, Guna Zučika, head of the music management agency, Every Little Thing was interviewed. According to her, the majority of local artists release music by themselves as an individual company so it can be difficult to measure. Regarding physical music sales, most CDs and vinyls are sold at concerts so they may not be counted in official figures. There are also no trade associations for labels or producers and no IFPI office (the entire Baltic region is overseen by the IFPI Finnish office).

2.3.2. The digital music market – structure and main trends

Regarding music streaming platforms, YouTube still seems to be the most popular, however, the use of Spotify is growing rapidly. As can be seen in the first chapter, YouTube is used generally (not only for music) by 80,4% of the Latvian population amounting to around 1,84 million users. A trend can also be seen where those local acts performing in more rural areas tend to have higher YouTube numbers, while those performing in Riga, have higher Spotify numbers. Nevertheless, it is useful for international acts coming to Latvia to have their music available on both platforms - Youtube and Spotify.

As of now, there are no Spotify-curated editorial playlists in Latvia or the Baltic region so artists have to rely on user-generated and algorithmic playlists. Getting a song into an editorial playlist is nearly impossible for Latvian artists. Hence, if a foreign artist from a bigger market is on an editorial playlist, then this is beneficial.

2.3.3. The physical music market – structure and main trends

Guna Zučika recommends that, unless they are already well-known, international acts should not really focus on the physical distribution of CDs and vinyl. Since the younger audiences consume music digitally, it is better to put more focus there. If a foreign artist wants to distribute their music physically, then they could sell CDs or vinyl at a show for example.

2.3.4. What kind of (recorded) music are audiences listening to?

LAiPA conducted a study together with Kantar, where they looked at the consumption habits of around 1000 music listeners in Latvia from all ages. Based on this, it can be seen that pop music is the most popular music genre, with 36% saying that they listen to this genre and rock music coming in second at 17%. The full genre breakdown can be seen in Figure 1 below.

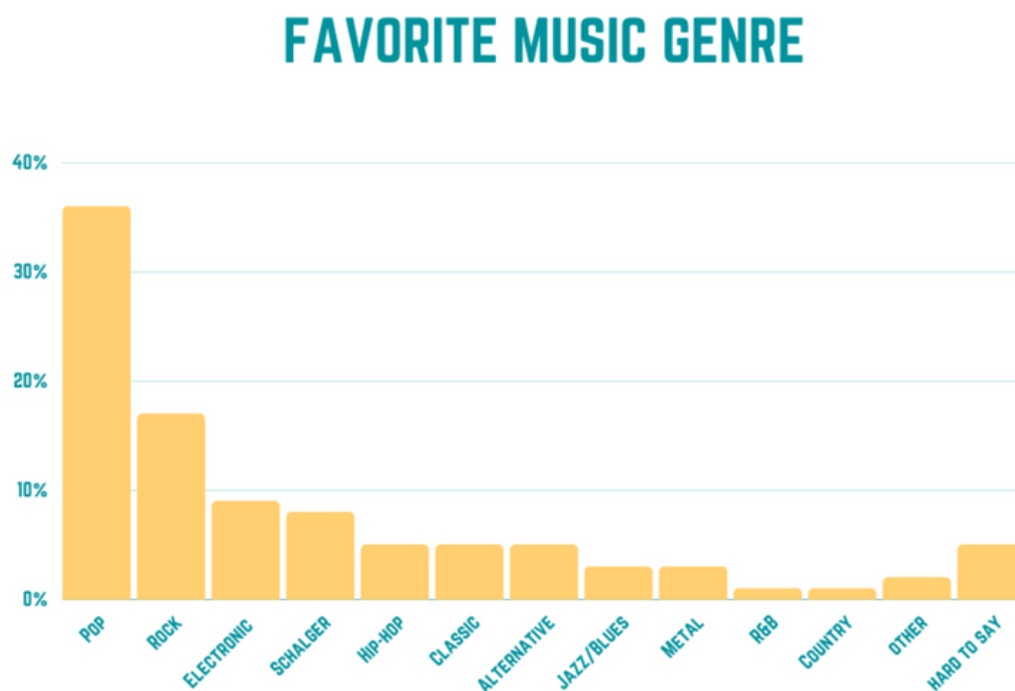


Figure 1. The genres of music that Latvian audiences are listening to.

Source: LAiPA (2022). A Survey on Music Consumption Habits of Latvian Residents. Page 9

Based on the Airplay Chart, indie music seems to be the most popular in Latvia. If you compare the three Baltic states, you can see that in Estonia, rock music has a larger share and in Lithuania, electronic music. Of course, hip-hop is popular everywhere nowadays, even Positivus, which used to be an indie music festival, is now dominated by hip-hop.

WHERE DO YOU GET YOUR MUSIC

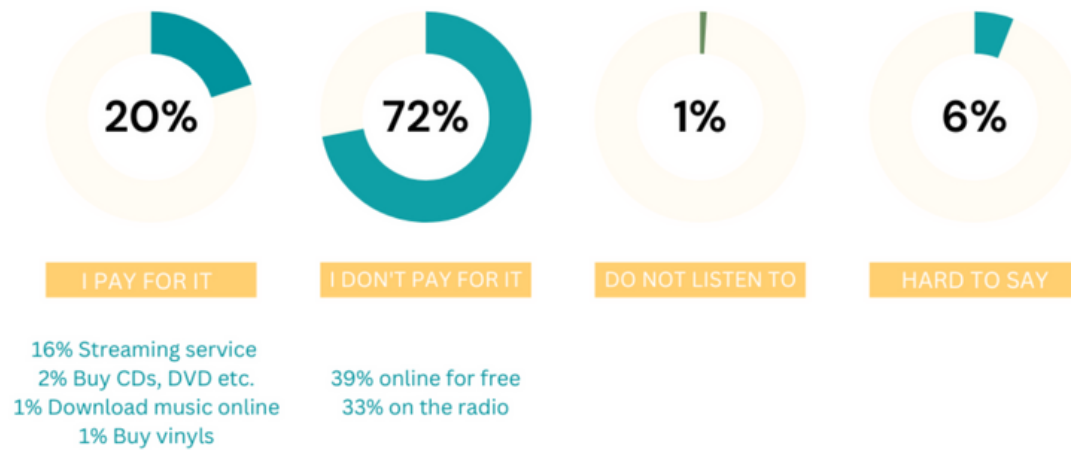


Figure 2. The mediums and channels that Latvian audiences use to listen to music.

Source: LAiPA (2022). *Music Consumption Habits of Latvian Residents* (survey data), page 7

2.3.5. Do I need a local label for distribution and promotion?

According to Guna Zucika, working with a local label is not really necessary for foreign artists coming to Latvia. Instead, it would be better to focus on finding one local person who can help you with setting up radio interviews, translating and sending out press releases, and inviting relevant people from the industry to your shows. Afterwards, you can also analyze the data on Spotify and other channels to see the impact of those marketing and PR efforts. As with anywhere, artists need to be present in the market more than once. They need to play shows regularly and be active in the Latvian music scene. There are a few people in the Latvian music scene who work with international bands touring or playing in Latvia. It would be good to work with them.

2.3.6. Some of the main recorded music companies, major and indie

All three major labels, Universal Music, Sony Entertainment and Warner Music are present in Latvia and have signed and worked with local artists. Universal has signed the most local acts, mainly in the hip-hop and pop genres. Warner has signed three acts and Sony has signed one act. Growth is starting to happen but the majors do work mainly on the local markets as well as on promoting their international catalogue to the Latvian market.

There are also a few independent labels operating in Latvia. Some notable ones include:

- [I Love You Records](#) - For indie music.
- [Mikrofona ieraksti \(Microphone Records\)](#) - the first-ever label in Latvia with a focus on heritage acts.
- [Lauska](#) and Upe tuviem tāliem - for world music

2.3.7. CMOs for neighbouring rights

The organization for the collection of neighbouring rights is [LaIPA](#). The list of rights and uses that LaIPA has been mandated to provide collective licenses for are specified in the Law on Collective Management of Copyright (section 3 (2)) and can be found on the [LaIPA website](#). These include, among others, the following:

- broadcasting
- public performance (if it takes place in entertainment venues, cafes, shops, hotels and other similar places)
- reproduction (in certain cases, on behalf of phonogram producers)
- making available to the public (online use).

According to the Law on Collective Management of Copyright collective management of economic rights can be carried out simultaneously by only one collective management organisation (section 3 (3)).

LaIPA collected € 1 908 019 in license fees for the use of phonograms in 2020 (LaIPA, 2021). In July 2021, compensation was paid to 2343 Latvian rights holders (1482 performers and 861 producers), foreign collective management organisations and independent agents, to the big record companies (Universal, Sony, Warner).

2.4. Music publishing & sync sector

Music publishing is the least established sector in Latvia. There are only two publishing companies: MICREC Publishing and Musica Baltica. MICREC Publishing works with the biggest Latvian composer, and Musica Baltica, is more classical and sheet music oriented. Major publishers (Universal, Sony and Warner) are not present in the market and the nearest major publisher is in Sweden. Only a few Latvian acts have publishing deals at all.

The local Collective Management Organisation, AKKA-LAA manages Latvian authors' rights, collects royalties due and distributes them amongst the authors. As there are almost no music publishing or synch companies, there is no need nor real possibility to find a local representative for that sector, as hardly anyone provides this service.

2.5. Media

2.5.1. How do audiences discover music?

Audiences in Latvia discover music mainly through streaming services (like Spotify) and by listening to the radio. In this sense, it is not too different from the rest of the world. Some people, mainly the older generation, also discover music through TV and various media portals. TikTok has also become a way for younger audiences to discover music. There have been cases where a song that was trending in TikTok then reached Spotify playlists and got played on radio stations.

According to the LaIPA audience report, 92% of Latvia's population (aged 18-60) listen to music recordings, with the most common scenario being 44% of people listening while driving a car, and 30% listening to music at home. Only 20% of the population have spent money to purchase music recordings in the past year, including the 16% opting for digital purchases (such as Spotify, Deezer, etc.), and only 2% purchasing music recordings in physical format (CD, DVD, vinyl). 72% of respondents do not purchase music recordings, including 39% who listen to music for free online. 47% of respondents admit to copying music recordings, 25% copy or record music on their phones, and 15% do so on their computers (LaIPA, 2022).

2.5.2. Radio landscape and audiences

Some of the main radio channels in Latvia include

Radio Skonto

An oldie-goldie type of radio station, not enthusiastic about organizing reports, interviews, or competitions. Occasionally invites guests on air, but usually, it has to be a big event.

Radio SWH

Frequently and willingly invites musicians and other entertainment industry professionals for morning or midday interviews, shares a lot of information about upcoming cultural events, and gladly gives away tickets. Occasionally hosts guest musicians and projects from other countries as well.

Star FM

Frequently and willingly invites musicians and other entertainment industry professionals for morning or midday interviews, shares a lot of information about upcoming cultural events, and gladly gives away tickets. Usually, a visit is planned after a TV3 morning show “900 sekundes”, which takes place in the same building.

[EHR/European Hit Radio](#)

They are not too keen on live-air guests, as a lot of their programs are pre-recorded; but do occasionally invite some artists.

[Latvian State Radios](#)

Radio 3 or Klasika (for jazz), Radio 5 (for pop music), Radio 6 or NABA (for alternative music)

In addition, there are also regional radio stations that are usually quite open to interviews, competitions and event support.

- [Kurzemes Radio](#) (Kuldīga)
- [Radio TEV](#) (Valmiera)
- [Radio 7](#) (Sigulda)
- [Latgales radio](#) (Rēzekne)

2.5.3. Music press, blogs and webzines

In terms of press and news channels the main ones are:

- [DELFI](#)
- [LSM](#), the national TV and radio portal
- [TVNET](#)

Some important music portals/pages/blogs include:

- [Par Muziku](#) (funded by LaIPA)
- [Music Latvia](#) (also in English)
- [Muzikas pasaule](#)
- [Jazzin](#) - Jazz online magazine (also in English)
- [BOBE](#), Baltic entertainment page (in English) - mostly Baltic state-oriented, but very open on interview, event reports of international musicians coming to the region.
- [Muzikas saule](#) (a music magazine) - a printed magazine, also a website
- Tourism pages like [Travelnews](#), [Riga This Week](#), [Live Riga](#)
- [Diena](#) - a printed newspaper, also a news/lifestyle website
- [Neatkarīgā Rīta Avīze \(NRA\)](#) - a printed newspaper, also a news/lifestyle website
- [Latvijas Avīze \(LA\)](#) - a printed newspaper, also a news/lifestyle website
- [Satori](#) (literature & culture web magazine, does album and concert review)

2.5.4. Social media

Facebook and Instagram are the main channels used for sharing information. Indeed, according to the latest stats from Datareportal, 46% of the Latvian population uses Facebook and 33,3% Instagram (Datareportal, 2023). Having a Facebook page is crucial in order to be noticed and it is even more important than having a webpage since it is the main way to reach an audience. Latvia also has its own social media channel, Draugiem.lv which even has its own music platform. It's however more popular amongst the older generation. The main platforms to focus on currently are Facebook and Instagram.

Youtube is used by 80,4% of the population and still remains the most popular streaming channel (Datareportal, 2023).

Some YouTube blogs to look up include:

Electronic music (audio): <https://www.youtube.com/@skatsnoaugsas>

Live alternative music: <https://www.youtube.com/@gateris>

Another one: <https://www.youtube.com/@tavsmuzikasavots4309>

Jazz label Jersika Records: <https://www.youtube.com/@jersikarecords720>

An electronic music hardware builder: <https://www.youtube.com/@EricaSynths>

2.5.5. Music in TV

The main TV channels for music are:

- **LTV1/LTV7.** For interviews/performances - morning show “Rīta Panorāma”, almost every morning they have a musical guest with a performance and/or interview about an upcoming event.
- **TV3** - For interviews/performances - morning show “900 sekundes”, almost every morning they have a musical guest with a performance and/or interview about an upcoming event.

2.5.6. What would a good PR & marketing strategy be like?

According to Kaspars Zavileiskis, music journalist and owner of PR agency ParaPops, a good strategy for foreign artists touring or performing in Latvia would be to reach out to a PR person who has some experience working with international acts artists in Latvia and who knows the market well. This person can help the artist create a PR and

marketing plan. It is of course possible to do everything on your own, by reaching out to bigger media portals and radio stations, but it is easier if you have someone local on your side. Reaching out to radio can also be done through labels but it can be hard without being a big artist.

Some people who do this type of music PR for foreign artists in Latvia include Kaspars Zavileiskis and Aiga Leitholde. There is also a PR agency called LETA that can help with sending out press releases and getting in touch with media channels. Artists will need to have a typical press kit including photos, a description, links etc, and should get in touch around a month before their gig.

2.6. Case studies and recommendations

As mentioned in some previous chapters, the Latvian collective management organization, LaIPA, conducts annual surveys on the music consumption habits of Latvian residents where they ask around 1000 participants about how, where and when they listen to music. The latest one is from 2022 and reports from previous years can be found here.

There is also a study on the impact of cultural consumption and participation, which can be found here, as well as the Cultural Activity Barometer 2022.

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