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LITHUANIA
MARKET PROFILE

An EMEE Music Market Study
2023

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CONTENTS

EMEE

1. General country overview

Population
2 800 839
(2022 EC Europa)

Vilnius	591 632
Kaunas	297 669
Klaipeda	158 420
Šiauliai	99 462

Administrative organisation

Lithuania is a parliamentary democracy and a decentralised unitary state. The state power is executed by the Lithuanian Parliament Seimas, the President of the Republic and the Government, and the Judiciary. The Government consists of the Prime Minister and ministers.

The Seimas has 141 members who are elected by a mixed system: half is elected in the single-member constituencies, and the other half is elected in the multi-member constituencies, using a proportional representation system. Lithuania is composed of 10 regions (Lith. apskritis) that are divided in 60 municipalities (Lith. savivaldybė).

(Sources: Government of the Republic of Lithuania, Seimas, President: Lithuania, CoR).

Population age structure

The median age of Lithuania's population is 44,0.

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

- 4,9% is between the ages of 0 and 4.
- 8,4% is between the ages of 5 and 12.
- 4,8% is between the ages of 13 and 17.
- 6,7% is between the ages of 18 and 24.
- 12,5% is between the ages of 25 and 34.
- 12,7% is between the ages of 35 and 44.
- 13,9% is between the ages of 45 and 54.
- 15,0% is between the ages of 55 and 64.
- 21,0% is aged 65 and above.

Source: Datareportal.

Society

Official language(s): Lithuanian
Other important language(s): Minority languages: Russian, Polish
Recommended language to communicate with local professionals: English
Currency: €
Living cost (PPP) in relation to EU average: PPP (2022): 0,479. EU average: 0,649.
Measured in terms of national currency per US dollar. Source: OECD.

Economy

GDP (nominal), in comparison with EU av	62 635 billion USD as of 2021 (Wikipedia)
GDP per capita, in comparison with EU av	22 245 USD as of 2021 (Wikipedia)
YOY growth, in comparison with EU av	6,0% annual GDP growth as of 2021 (The World Bank)
Minimum and average wage, in comparison with EU av	Minimum gross wage: €840 per month (Source: Eurofound) Average monthly gross salary: €1960 (Source WikiWand)
VAT rates	21%

Communication & Digital

Cellular mobile connections and change
"A total of 3,98 million cellular mobile connections were active in Lithuania in early 2023, with this figure equivalent to 145,7% of the total population."

Source: Datareportal

Internet users and change
"There were 2,43 million internet users in Lithuania at the start of 2023 when internet penetration stood at 88,9%."

Source: Datareportal

Active social media users and change

"Lithuania was home to 2,12 million social media users in January 2023, equating to 77,6 % of the total population."

- "Data published in Meta's advertising resources indicates that Facebook had 1,65 million users in Lithuania in early 2023. Figures published in Meta's own tools indicate that Facebook's potential ad reach in Lithuania decreased by 50 000 (-2,9%) between 2022 and 2023. Facebook's ad reach in Lithuania was equivalent to 60,4% of the total population at the start of 2023.

- Updates to Google's advertising resources indicate that YouTube had 2,12 million users in Lithuania in early 2023. However, the company's own data suggests that YouTube's ad reach in early 2023 was equivalent to 77,6% of Lithuania'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 Lithuania increased by 40 000 (+1,9%) between the start of 2022 and early 2023.

- Numbers published in Meta's advertising tools indicate that Instagram had 814 200 users in Lithuania in early 2023. The company's recently revised figures suggest that Instagram's ad reach in Lithuania was equivalent to 29,8% 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 Lithuania decreased by 40 000 (-4,7%) between 2022 and 2023."

Source: Datareportal

1.4 Geography and Logistics

Airports

- Vilnius International Airport (VNO)
- Kaunas International Airport (KUN)
- Palanga International Airport (PLQ)

Getting Around

There are no internal flights. Lithuania's compact size means it makes more sense to get around by car, bus or train.

There is a good network of roads within the country and modern four-lane motorways connect Vilnius and Kaunas, Klaipėda and Panevėžys. A good bus network connects Vilnius with major towns around Lithuania and beyond. You can buy tickets online here.

Trains tend to run less frequently than buses in Lithuania. In spite of a good network, not all towns have train stations. However, Lietuvos Gelezinkeliai provides good connections from Vilnius to Kaunas, Klaipėda and Šiauliai.

Approximate Distance Between Cities

- Vilnius to Kaunas: 100 km (1-hour drive)
- Vilnius to Panevėžys: 100 km (1-hour drive)
- Vilnius to Klaipėda: 300 km (3-4 h drive)
- Vilnius to Druskininkai: 120 km (1,5 h drive)
- Vilnius to Riga: ~300 km (3-4 h drive)

1.5. Tax & Legal

1.5.1. Artist status and business identity management

The law on the status of an artist and the status of an organisation of artists can be found in the following document in English and in Lithuanian. According to the law, the artist is a natural person, who creates artworks, performs them in a distinctive manner and on this ground is granted the status of an artist. In 2020, the Ministry of Culture submitted a draft amendment to the *Law on the Status of Artists and Artists' Organisations*, which aims to simplify the procedure for granting the status of an artist and an artists' organisation; unify the conditions for granting the status of an artist; and ensuring the monitoring of the activities of artists.

A large number of artists, especially in the music industry, however, are registered as freelancers, meaning that they invoice using a business license/self-employment certificate (the official title is "self-employment under an individual activity certificate" and "self-employment under a business license"). More information can be found here.

1.5.2. Copyright law and collective licensing

The Ministry of Culture is the institution authorised by the Government of the Republic of Lithuania to implement the state policy in the area of copyright and related rights and coordinate the protection of these rights within its competence.

The protection of copyright and related rights is regulated by the Law on Copyright and Related Rights of the Republic of Lithuania, which is harmonised with the International and the European Union legal acts.

The collective management of copyright in Lithuania is performed by LATGA which was established in 1991.

The collective administration of the performers' and phonogram producers' rights is carried out by the Lithuanian Related Rights Association AGATA, established in 1999 (at the initiative of the performers and phonogram producers) and GRETA, established in 2013.

The rights of the owners of audiovisual works are administered by the Association of Audiovisual Works Copyright AVAKA established in 2008.

More information on collective management organisations in Lithuania can be found here.

1.5.3. Visa and other mobility info

Lithuania belongs to the Schengen area, meaning that EU citizens can travel freely and stay in Lithuania for up to three months. Citizens of other countries can find information on visas and entry requirements here. You can check to see if you need a visa here.

According to the Law on the Legal Status of Aliens of the Republic of Lithuania, an artist/performer, who enters the Republic of Lithuania for the purpose of engaging in a performer's activities, shall be exempt from the obligation to obtain a work permit (E-Seimas, 2015, Art.58 (9) and Art.45 (4)).

More on work permit exemptions for artists and for other specific persons or groups, travelling from third countries (visa-required countries) to the European Union can be found here.

Useful links:
Ministry of Foreign Affairs of the Republic of Lithuania
Migration department under the Ministry of Internal Affairs of the Republic of Lithuania.

2. Music Ecosystem

2.1. Music sector general overview

2.1.1. General facts & figures

Lithuania holds the largest music market in the Baltic region. The market is fast-developing, ambitious, competitive and open, and predominantly driven by electronic music. The live music sector is experiencing a period of steady growth with increasing ticket prices.

The total market size can be estimated by looking at the number of artists, performers, musicians and songwriters registered at the collective management organizations. As of 2021, AGATA members included 9519 performing artists and 1329 phonogram producers (1124 - individuals, 205 - companies) (AGATA, 2021). LATGA represents over 3100 local authors and publishers and over 100 000 foreign authors and publishers of musical works. There were over 6000 musical works registered at LATGA in 2022 and 340 new authors joined the same year (LATGA, 2021, 11).

LATGA collected 7 million euros of royalties for music authors in 2022 and 30% more from streaming services than in 2021, showcasing a trend toward growth. Over 2 million euros was paid to foreign collective societies for the use of musical works in Lithuania (LATGA, 2021, 12).

2.1.2. Music industry professional events

What's Next in Music?
What's Next in Music is an international showcase festival and conference organised by the Lithuanian Music Business Association since 2016. The festival takes place in Vilnius during the first weekend of September.

Muzikos salė
Muzikos salė is a music fair, organised by the Neighbouring Rights Association AGATA, which takes place in the second half of February at the National Book Fair.

M.A.M.A. awards
Since 2012, the national music awards have been hosted every January in Kaunas, the second-largest city in Lithuania.

2.1.3. Music sector organisations

Lithuanian Music Business Association (LMVA)

Established in 2015, the LMVA unites the most active management, publishing, and event organisation companies from the music industry. The Association seeks to encourage and support cooperation among its members in order to achieve common goals in the fields of education, export and lobbying. It seeks to become the main body representing the interests of the local music sector. LMVA is a member of the European Music Exporters Exchange (EMEE), a partner of ESNS Exchange and other European projects.

Lithuanian Music Information Centre (MIC)

Established in 1996, MIC is a non-profit NGO with the legal status of a public body. Its main function is the promotion of Lithuanian music both at home and abroad. MICL constantly collects, provides access to and disseminates comprehensive information on the musical culture of Lithuania, and publishes relevant material. MICL covers the whole range of musical genres from jazz, experimental electronic music, (post)modern forms of folk and popular music, as well as older popular music from the interwar and Soviet periods (Lith. *Estrada*), placing its main focus on Lithuanian contemporary art music and 20th-century classical music.

LATGA

Association LATGA is a non-profit non-governmental organisation that collectively administers the rights of copyright holders in various fields (music, literature, audiovisual, visual and drama), and collects and distributes royalties for the use of works. This organisation also coordinates the activities of association members, ensures the widest possible use of works by Lithuanian and foreign authors, prevents copyright infringements, finances art and culture projects, and actively educates the public in the field of copyright.

AGATA

Lithuanian Neighbouring Rights Association, known as AGATA, is a non-profit performance rights organisation established in 1999 that deals with the licensing and rights of music publishers and performers in Lithuania.

Lithuanian Association Of Meetings and Events (LKRA)

The Lithuanian Association of Meetings and Events (LKRA) is a non-profit organisation made up of key practitioners in the business events industry including meeting, incentive, convention and exhibition segments. LKRA facilitates the exchange of information, promotes the adoption of industry best practices, develops programs to

promote meeting planner professionalism, and educates the public on the profound economic impact of the meetings and events industry. LKRA members include hotels and resorts, destination management companies and tour operators, professional convention and exhibition organizers and contractors, professional event management companies, convention and exhibition centers, meeting equipment providers and various other industry suppliers.

Lithuanian Festivals Association
Established in 2012, it seeks to improve cooperation between Lithuanian festivals.

Events Industry Association (RIA)
Established in 2020, as a response to the COVID-19 pandemic, it unites the most important national event companies.

2.2. Live music Sector

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

Lithuania's live music sector is fast developing, ambitious and competitive, uniting concerts, festivals and tour operators, venues, promoters and ticket sellers. It is the biggest market in the Baltic states. Live concerts make up a sizable part of artists' revenues and the local scene is strong and vibrant. The Lithuanian live music scene has quickly recovered from the challenges posed by the pandemic and the demand for live concerts is booming. Promoters are monitoring higher expenditures for leisure spending compared to previous years, even prior to the pandemic. However, the sector is affected by the rising production costs caused by the exodus of technical personnel during the pandemic and by inflation. Nevertheless, major promoters remain optimistic and anticipate strong growth in the upcoming years.

2.2.2. Music festivals

Granatos Live
Granatos Live is the biggest major festival happening near Kaunas.

Genre: Youth mainstream, indie.
Timing: In the first week of August

Karklė
One of the biggest major festivals, happening on the seashore of the Baltic Sea, between Klaipėda and Palanga.

Genre: Adult mainstream.
Timing: In the middle of August

Midsummer Vilnius
Midsummer Vilnius takes place in the courtyard of the Palace of the Grand Dukes of Lithuania. This two-week festival invites residents and guests alike to celebrate the season and the city in style.

Timing: July
Genre: Everything from classical to popular and avant-garde music

Loftas Fest
Loftas Fest is an urban indoor city festival in the area of Art Factory LOFTAS taking place since 2012.

Genre: urban, indie.
Timing: first week of September

Europavox Vilnius

Europavox Vilnius is the Lithuanian version of the Europavox festival, which takes place in 7 European countries (Austria, Belgium, Croatia, France, Italy, Romania, Lithuania and Austria). The festival takes place at the Art Factory LOFTAS and aims to promote diversity in the European music scene.

Timing: Second half of May
Genre: All

8 Festival

8 Festival is a new festival, established in 2022 that is held in a former Lithuanian prison. It brings together the love for music, arts, talks, partying and rock'n'roll.

Genre: Youth indie, alternative, mainstream.
Timing: Middle of June

What's Next in Music?

What's Next in Music? is an international showcase festival & conference taking place in Vilnius, since 2016. It is the successor of Vilnius Music Week, which was held from 2012 to 2015. It is organised by the Lithuanian Music Business Association.

Genre: All genres.
Timing: First weekend of September

Devilstone

A festival of music, arts, and extreme rock'n'roll, taking place in the town of Anykščiai (120 km from Vilnius).

Genre: Metal, alternative.
Timing: Middle of July

Mėnuo Juodaragis

Established in 1995, Mėnuo Juodaragis (Black-Horned Moon or MJR for short) is a unique, independent festival of contemporary Baltic culture and alternative music representing the heritage of pagan tradition, post-folk currents and the vanguard of postmodern music. Every year, the innovative and outstanding event features a variety of performances from both Baltic and foreign artists, shows of sound architects, ancient rituals, lectures and films on many interesting topics, exhibitions, traditional crafts, eco-art projects, interactive art projects, performances, games, dance parties, hikes, etc.

Timing: End of August
Genre: Contemporary folk, heritage and alternative music

Galapagai

"Galapagai" is a music and entertainment festival, taking place since 2011.

Genre: mainstream, indie
Timing: End of July

Vilnius Jazz

Jazz festival, happening in Vilnius since 1987.

Timing: October
Genre: Jazz

Kaunas Jazz

Annual international jazz festival in Kaunas, Lithuania. It started in 1991, soon after Lithuania declared the re-establishment of independence from the Soviet Union.

Genre: Jazz

Klaipėda Jazz

Happening since 1994 in Klaipėda.

Genre: Jazz

Vilnius Mama Jazz

The international jazz festival Vilnius Mama Jazz has taken place in Vilnius, Lithuania every year since 2002, presenting the most original and brightest jazz talents.

Genre: Jazz

Bliuzo naktys

It is the oldest open-air summer music festival in Lithuania, happening in Telšiai district, Varniai countryside, on the shore of the beautiful lake Lūkstas, every first weekend of July.

Genre: Blues, Alternative
Timing: The first weekend of July

In addition to the festivals mentioned, there are also smaller festivals like Sostinės Dienos in Vilnius, Sea Fest in Klaipėda, and many more. A full list of festivals taking place in Lithuania can be found here.

2.2.3. Venues and clubs

There are a variety of venues and clubs in Lithuania catering to different music genres and audience sizes.

Vilnius

Outdoor venues in Vilnius

Vingis Park
Capacity: up to 70 000
Is being used for concerts in spring and summertime.

Kalnų Park
Capacity: up to 15 000
Is being used for concerts in spring and summertime.

Botanical Garden
Capacity: up to 4000
Various cultural and educational events are hosted in the summertime including concerts, exhibitions, lectures, seminars, workshops and a variety of other events.

Trakai Castle
Capacity: up to 3700
Located 35km from Vilnius, Trakai Castel hosts summer medieval festivals as well as various events and concerts in the castle's courtyard.

Opera Social House
Concerts are happening in the summertime on the rooftop terrace.

Lukiškės Prison 2.0
Capacity: up to 3000
The former confinement facility is called Lukiškės Prison 2.0 which signifies a new era, this time a cultural one. 250 artists, musicians, and creators have set up their studios in various areas of the building. The building complex now serves as an alternative venue for musical, cultural, and artistic events. The interior and exterior of the prison have been carefully preserved.

Grand Dukes Palace
Capacity: 2300
The inner courtyard is being used for concerts in the summertime.

Vasaros Terasa
Capacity: 1500
Popular venue, that hosts various concerts in the summertime (May-September).

Downtown forest
Capacity: ~ 1000
In the summertime, the place hosts various events and musical performances.

Lofto terasa
Open air terrace by art factory Loftas hosts events from mid spring to September.

Indoor Venues in Vilnius

Avia Solutions Group Arena (former Siemens Arena)
Capacity: from 1000 to 15 000
It is the second-largest arena in Lithuania. It generally hosts basketball games as well as concerts. The arena opened on 30 October 2004 and was renovated in 2023.

Pramogų Arena
Capacity: 5000
Pramogų Arena formerly known as Vilnius Ice Palace. The Arena was built in 2002. There is also a skating rink, and a cafe with 2 halls, that hosts various events.

Compensa Concert Hall
Capacity: 3700
The main hall can accommodate up to 2300 delegates including a balcony with 1100 seats. Having excellent acoustics and state-of-the-art technologies, the venue is an ideal place for congresses, conferences, ceremonial events and gala dinners.

Litexpo
LITEXPO is one of the largest and most up-to-date exhibition and congress centres in the Baltic States. Exhibition halls can be transformed into conference halls and conference halls into event halls.

< 1000 Capacity venues in Vilnius

Art Factory Loftas
Capacity: up to 1000
In the heart of the industrial surroundings of Vilnius, just 15 minutes walking distance from the Old Town, LOFTAS is a very popular place for art and culture events.

Kablys
Capacity: 800 up to 1000+
Situated in the city center between lively Old Town and charismatic Train Station district. The former Palace of Railway Workers presents old interior details similar to ancient Roman times that have been retained and refined with contrasting urban looks. It offers informal spaces for different kinds of events: conferences, creative workshops, receptions, and concerts.

Lukiškės Prison 2.0 (Vilnius St. Mikalojus Miracle Orthodox Church is used as a concert venue mainly during the cold season)

Other small venues in Vilnius include:

- Tamsta (live music club located in the old town with a capacity of around 300)
- St. Catherines Church (hosts a variety of cultural and classical music events)
- Opium Club
- Vakaris
- Peronas (a bar and party venue hosting concerts for a wide range of genres)
- Line-Up (a bar and a venue located on the first platform of the Vilnius Railway Station)
- 1986 gallery (mainly electronic music)
- Jazz Cellar 11 (jazz club, in Vilnius old town)
- Red Cat (concerts of up-and-coming artists)

More venues in Vilnius can be found here.

Kaunas

Outdoor venues in Kaunas

Darius and Girėnas Stadium
Capacity: 25 000
The stadium is the largest and most important multi-use stadium in Lithuania and the Baltics. After the 2018-2022 upgrade, it is practically the only modern, large stadium in the country. The stadium is located just over 3 km east of Kaunas' city centre.

Kaunas Botanical Garden
Capacity:10 000

Raudonė Castle
Capacity: 5000

Žalgirio Arena / Pakrantė
Nemunas island will be buzzing in the summer, as a new entertainment area called Pakrante will be open beside Zalgirio Arena every Thursday, Friday and Saturday.

Indoor Venues in Kaunas

Žalgiris Arena
Capacity: up to 15 000
It is the biggest arena in Baltic countries.

Kaunas Sports Hall
Capacity: 4000
The second largest arena in Kaunas, opened in 1939.

<1000 Capacity Venues in Kaunas

Žalgiris Arena Amphitheatre
Capacity: up to 450
A cosy amphitheatre in Zalgirio Arena. Great acoustics here allow for arranging different live concerts and shows, presentations and conferences, theatre events.

Gargaras
Capacity: up to 800
Gargaras is the biggest club in Kaunas, located in a former industrial building, which was reconstructed into a huge loft.

Lizdas Club
Located in M.Žilinskas Art Gallery, Lizdas is one of the most aesthetic nightclubs in Kaunas. It is relatively small, but if you enjoy very tasteful music, attentive staff, and an artsy atmosphere, you must find some time to visit Lizdas and party till the morning!

Kaunas Culture Centre
Capacity: up to 455 (seated)
Kaunas Cultural Center, formerly „Tautos Namai" (Eng. "the House of the Nation"), is being restructured into a completely new multifunctional cultural centre (KCC).

Girstutis Culture Centre
A cultural centre in the suburbs specialising in theatrical performances and other events.

Sinagoga Studio
Creative studio and music studio in the former synagogue for live gigs, recordings, gatherings, and fine art.

Other venues include:

- Kauno Oazė
- Lemmy
- Džem Pub

KLAIPĖDA

Outdoor Venues

Vasaros Estrada
Capacity: 15 000

Indoor Venues

Švyturio Arena
Capacity; 7000

Palanga Concert Hall (30 km from Klaipėda)
Opened in 2015, Palanga Concert Hall is equally suitable for a variety, of chamber or brass band concerts, musicals, TV projects, and events of other genres.

Švyturys Arena club
Capacity: 700

Klaipėda Concert Hall
Klaipėda Concert Hall hosts concerts for a wide range of genres since 2005.

Žvejų Culture House
Žvejų rūmai has one of the largest stages in Lithuania (with an orchestra pit). This gives the opportunity to perform here for large ensembles (symphony orchestras, ballet troupes, etc.), to perform performances with complex scenography. There are 1050 seats in the Big Hall and 114 seats in the Theater Hall.

BHouse
A reconstructed Švyturys Brewery has already become a new cultural spot in the Klaipeda Old Town. Švyturys Bhouse, a unique gastro pub is located just behind the glass wall separating the pub from the brewery production room. Švyturys Bhouse offers live music gigs and special events in a distinctive space already known for its vibrant atmosphere.

Jazzpilis (music bar since 2017)

OLDMAN Parkas - I Love Palanga
Located 30km from Klaipeda, this cool and cozy park-like bar with live music concerts, cinema evenings and open-minded people.

Other venues include:

- Vandenis (a well-equipped 150-seat space for a range of live music events)
- Jazzpilis (music bar since 2017)
- Herkus Kantas
- Hofas

2.2.4. Promoters, producers and agents

Live Nation Lithuania

Live Nation is the biggest promoter in the Baltics, organising shows for both national and international artists (mainly already established ones).

Bravo Events

The majority of the events, produced by Bravo Events, are arena shows. The company is mainly working with Western and Lithuanian artists. Bravo Events is organising one of the biggest music festivals in Lithuania – Granatos Live.

8 Days A Week

8 Days A Week is a booking agency, label and production company operating as a single agency. It works with a large roster of artists that includes new and rising acts as well as stadium artists and festival headliners like Nick Cave & The Bad Seeds, Pixies, alt-J, Foals, Franz Ferdinand, Fever Ray, Mac DeMarco, Tricky, Caribou, Viagra Boys and Sleaford Mods. 8 Days A Week reopened the most famous prison in Vilnius, globally best-known as Netflix's Stranger Things shooting location — Lukiškės Prison. Redeveloped as a hub for music, their venue is full of unique tours, shows, festivals, musical events and other activities.

Medusa Concert

Medusa Concert is a live entertainment company, organising concerts for stars like Ed Sheeran, Metallica, Rammstein, Hurts, James Blunt, Sarah Brightman, and Bryan Adams as well as for local artists.

Seven Live

SEVEN Live is part of the Avia Solutions Group and specializes in organizing concerts and shows. They have worked with world-class artists like Aerosmith, Metallica, Cirque Du Soleil, Depeche Mode, Lana Del Rey, One Republic, Elton John, Eros Ramazzotti, Sting and others.

M.P.3

Established in 2002, M.P.3 music agency consists of a record label, a booking agency and a concert agency.

GM Gyvai

Gera Muzika Gyvai is a non-profit organization that has been introducing Lithuanian residents to blues and world music since 2006.

[Damn Good](#)

Music agency, and representatives of the bands BA., SOLO ANSAMBLIS, ABUDU, EVGENYA REDKO, and Monikaze.

[Creative Industries](#)

Lithuanian management and production company specializing in musician management, event planning and TV production.

[Fors Event](#)

Fors Event is a creative events agency in Vilnius, established in 2012.

[ALT Robots](#)

Event agency for alternative music.

[Facial Tumour Booking](#)

A DIY booking team, interested in dark underground music.

[Flow Music](#)

Events, booking & management agency for hip-hop music.

[ISEG](#)

ISEG have worked with renowned artists like OneRepublic, James Arthur, LP, and GusGus among others and planned their Baltic tours.

[L Tips Agency Lithuania](#)

Founded in 2008.

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

In order to book a tour in Lithuania, Valdas Petreikis, a board member of the Lithuanian Events Industry Association, advises international artists to get in touch and partner with local festivals, event agencies and event industry associations (see 2.1.3). Istvan Tomas, manager and festival organiser, similarly recommends international artists find a local management company or similar artists that know their way around the local market. A good place to look for these partners is on the Lithuanian Music Business Association website.

It's also useful to have an idea of the main ticketing partners in Lithuania, the main ones being Bilietai.lt, paysera.lt and kakava.lt. All ticketing platforms can also provide international artists promotion services and some useful contacts of venues, local promoters etc, as well as all the necessary information regarding payments. Paysera takes the smallest percentage from artists but also provides the least amount of services.

Regarding the promotion of a tour or gig, Valdas recommends using social media platforms (similar to other countries) and perhaps partnering with a local promoter (see 2.2.3) or PR agency (more on this in chapter 2.5).

When planning a tour, it would be logical to plan concerts in all Baltic capitals as part of one tour, Tallinn, Riga and Vilnius. In Lithuania, the main cities are Vilnius, Kaunas, Klaipeda and Palanga in the summer.

Istvan recommends attending showcase festivals in the region in order to meet the key players in the market who are open to collaboration. These people or companies can help with promotion, ticketing, and tour logistics.

2.2.6. Other resources

IQ Magazines publishes an annual Global Promoters Report on the Baltic States which includes key summaries of the main promoters in the market as well as information on trends and developments.

2.3. Recorded music sector

There is not enough data publicly available to have an overall picture of the Lithuanian recorded music market and sector. Some data is available from ticket sales showcasing that the most popular genres tend to be rock, pop and electronic. The collecting society AGATA has also recently started recording weekly Digital Charts based on Spotify listenership. However, since this does not take Youtube into account and many young people listen to music on Youtube then the data might not be entirely accurate. However, it does provide a glimpse into the Lithuanian music streaming market and it is followed and widely paid attention to.

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

All of the major labels, Sony Entertainment, Universal Music and Warner Group are present in Lithuania and represent a handful of Lithuanian artists as well as their own international catalogues. There are not too many independent labels though, instead, there are multiple 360-degree agencies offering a range of services, including label services. These companies typically work very closely with only a few artists and take care of everything from releasing music, merch, bookings, promotion etc. Some companies offer all of these services, and some only offer a few, but the trend tends to be towards each company offering at least more than one service. Many local artists are also self-released and do not have a label.

Some of the main recorded music companies offering label services in Lithuania include:

- Creative Industries (Mainstream, indie)
- M.P.3 (Mainstream, alternative, indie)
- Damn Good (Indie, alternative, urban)
- Meno žmonės (Urban, hip-hop, indie)
- Monokey
- Dangus (Alternative, ethno, folk, rock)
- Lithuania HQ (EDM)
- Suru.lt (Alternative, folk, rock)
- Vinilo Studija (Local legends)
- Perspective collective (Alternative, indie)

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

Artists who are signed to a major label can get in contact with their label's Lithuanian office and work with them. Artists who are under an independent label or self-released could benefit from finding a local Lithuanian partner, someone who could help them with distribution, promotion, media, and radio. The companies mentioned in 2.3.1. can offer these services to international artists. Many of these companies have worked with international artists, for example, MP3 Music Agency has worked with the Scorpions and Puuluup from Estonia.

International artists can do their research to see which acts these agencies/companies have previously worked with and reach out to them to see if they would be willing to collaborate.

According to Vaidas Stackevicius from MP3 Music Agency, it is possible for international artists to do their distribution and promotion on their own, however, local agencies have the advantage of knowing the market (which channels are used, where the target audience is), as well as the necessary contacts, giving better results.

2.3.3. CMOs for neighbouring rights

For the collective administration of the performers' and phonogram producers' rights, the Lithuanian Neighbouring Rights Association AGATA was established in 1999. It is a non-profit performance rights organization, that deals with the licensing and rights of music publishers and performers in Lithuania. AGATA's annual report for the year 2022 can be found here (in Lithuanian).

The rights of the owners of audiovisual works are administered by the Association of Audiovisual Works Copyright AVAKA established in 2008.

2.4. Music publishing & sync sector

The music publishing and sync sector in Lithuania is rather small and there are few companies and professionals only specialised in this. However, some of the companies mentioned in 2.3.6 offer publishing and/or sync services as part of their 360-degree model, and it is a sector that is developing.

The author's rights are managed by the Lithuanian CMO, LATGA. LATGA is a non-profit non-governmental organisation that collectively administers the rights of copyright holders in various fields (music, literature, audiovisual, visual and drama), and collects and distributes royalties for the use of works. This organisation also coordinates the activities of association members, ensures the widest possible use of works by Lithuanian and foreign authors, prevents copyright infringements, finances art and culture projects, and actively educates the public in the field of copyright. Established in 1991.

To understand more about the Lithuanian music media landscape we interviewed Ramunas Zilnys, music journalist and Head of Popular Music for Lithuanian National broadcaster LRT. The following chapter delves into his perspective and recommendations as someone who is heavily involved in the industry.

2.5.1. How do audiences discover music?

Audiences discover music mainly through social media (TikTok, Instagram, Facebook) and streaming platforms (Spotify, Youtube) nowadays. Radio is still important as well since people listen to the radio in their cars. However, radio is also switching more and more to digital formats and streaming.

Since a lot of music discovery takes place on social media, artists nowadays need to have a good social media presence, strategy and content. It's hard to think of examples of artists who were broken by the TV or radio, however, there are hundreds of examples of artists blowing up on social media or streaming platforms. Then the traditional media follows suit.

In terms of music charts, one of the main ones that people pay attention to in Lithuania is the weekly chart of the neighbouring rights association AGATA, called AGATA Charts. One problem with that chart is that they don't include stats from YouTube and thus it does not fully reflect what is happening in the market since many young people use YouTube instead of Spotify.

2.5.2. Radio landscape and audiences

Radio is still listened to in Lithuania, mainly in cars while driving and there are several radio stations in Lithuania that feature music, however, getting a spot on these radio stations as an emerging international artist can be challenging and there are only a limited number of slots and possibilities. Ramunas Zilnys recommends artists work with a local PR agency or agent who can help them plan a good communication strategy with a focus on where their target audience resides.

Unless the artists are under a major label, then it is best to target indie radio stations since they are more open to featuring emerging international artists.

National Radio Stations:

- LRT (Public broadcaster, EBU station)
- LRT Opus (youth radio station, public broadcaster, EBU, they devote a lot of time to up-and-coming acts)
- Radio Vilnius
- Zip FM (youth)
- Rock FM (rock)
- Power hit radio (for mainstream/dance)
- M-1 (biggest commercial station)
- M-1 Plius (oldies goldies)
- Gold GM (oldies goldies)
- European Hit Radio (TOP 40)
- Radiocentras (commercial)
- Žinių radijas
- Kelyje (auto radio)
- Lietus (mostly local hits)
- Start FM (university radio station, open to many genres and emerging acts)
- Palanga street radio (DIY community radio)

Regional Radio Stations:

- Laluna (Klaipėda)
- Neringa FM
- FM99 (Alytus)
- Pulsas (Panevėžys)
- Saulės Radijas (Šiauliai)
- Kapsai (Marijampolė)
- Mažeikių Aidas (Maižeikiai)

2.5.3. Music press, blogs and webzines

Regarding websites for music, there are very few journalists who write about new music and concerts, let alone foreign artists. According to Ramunas Zilnys, the main means of communication with these channels is a press release. The press release however should be in Lithuanian so artists can benefit from a local promoter or PR person who can send out a press release in Lithuanian and who has the relevant contacts. Most press releases from trusted sources will get published in some form of music press, blog, or webzine. However, artists should think about whether that particular outlet allows them to effectively reach their target audience. Nevertheless, even if the reach is small, having an article published in the press can add a pinch of credibility and perhaps get the attention of industry professionals.

Press:

- Lietuvos Rytas (biggest national)
- 370 (free magazine about culture)
- Ore (for alternative music)
- manoMUZIKA (a personal music blog that writes about the music they like)
- Vardai ir Garsai (radio show of LRT Opus)
- Zi-rekomenduoja (for events)
- MusicLab (webzine)

Culture sections of the biggest news portals:

- LRT
- 15min
- Delfi
- Lrytas
- Zmones

2.5.4. Social media

Like in many countries, social media platforms like TikTok, Instagram and Facebook seem to be driving music discovery. Numerous artists in Lithuania have broken out due to these platforms and the traditional media (like radio, TV, press) follow the trends that social media sets. Depending on their audience, for some artists, social media can be a more important channel for promotion than traditional media.

"In some ways having a good social media presence or having a local artist recommend

you, is more important (than traditional media). If you get recommended by a trendsetter or influencer or radio host, that can help get people to your gig," Ramunas says.

TikTok's use is growing steadily whilst Facebook's is declining. Facebook is useful for creating and promoting events, however, its video content and live-streaming options are limited.

Youtube remains the most popular online platform, while Spotify is the most important streaming service. Lithuania also has its own music archive Pakartot.lt.

2.5.5. Music in TV

- 2TV - Like the Lithuanian MTV, however, they put most of their focus on local artists. It is part of LNK Group.
- LRT Labas Rytas - The Lithuanian public TV morning show's music slot.
- TV3 Group - This is the biggest commercial station. Although it has no music show, a lot of the talk/entertainment shows include music appearances.
- Delfi TV - A special slot for new releases

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

Ramunas Zilnys, music journalist and radio host, advises artists to work together with someone local who can translate and send out their press releases. One of the main means of communication with the media is still through press releases and since the Lithuanian music media landscape is small, then it is quite easy for artists to get their press releases published in media channels. There are no dedicated columnists or journalists for international music, hence oftentimes, they will just publish artists' press releases in an edited form. However, it is crucial to send the press release in Lithuanian since media channels will not spend time translating it themselves. Ramunas also stresses the importance of reaching out via the right email addresses, not the general info mail. This is something having a local person on board, who knows all the necessary people, can help with. Regarding radio, it can be a bit tougher for an up-and-coming international artist to get a slot on a radio show.

Although getting the press to write about a foreign artist performing in Lithuania is not difficult, the question remains of how efficient this is, what the reach is and whether it is reaching the target audience. The number of people reading that article might not be too big, and likewise, they might not be the type of audience who will come to the artist's show. However, getting into the local press still holds a brand of credibility and

it is something that artists can share on their social media.

In order to really reach the right audience, Ramunas advises foreign artists to work with someone local who has a good social media presence and who can post about them. In some ways maybe having a good social media presence and/or having a local artist/trendsetter/radio host/influencer recommend you is more important than having the media write about you. There are only a handful of people like this in Lithuania, one of them being Ramunas himself.

Another strategy would be to collaborate with a local artist who is already well-known in Lithuania and perform as a warm-up act for them. The Lithuanian audience has a lot of respect for their favourite local artists and getting their seal of approval can help the foreign artist. Of course, it's important to work with an artist who also has a similar audience base. Likewise, artists should think carefully about the venue they play in since performing in certain venues can also drive crowds to their show.

2.6. Case studies and recommendations

- <u>Brainstorm</u> (LV): are playing sold-out headline shows and festivals since their successful participation at the Eurovision Contest in 2020.
- <u>Carnival Youth</u> (LV): are coming back for solo shows since their participation at Vilnius Music Week in 2015, and found a local promoter.
- <u>Puuluup</u> (EE): came back to Vilnius for a solo show after their appearance at "What's Next in Music?" in 2022, and found a local promoter.

2.7. Genre snapshots

The borders between different genres become more and more fluid, and musicians no longer tend to highlight one genre to define their music. Here you can get a historical overview of various music genres.

- Electronic
- Pop/rock
- Folk/World/Ethno/Heritage
- Jazz
- Classical/Contemporary
- Metal/Punk
- Underground

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