

Music & Brands: How To Maximize Music Via Brand Partners

DATE

April 26, 2015

Jason Karlov, Chair of the Entertainment, Media and Sports Practice Group, will speak on a panel entitled "Music & Brands: How to Maximize Music Via Brand Partners" during the [11th annual MUSEXPO](#) to be held in Los Angeles from April 26-29, 2015.

Branded entertainment has become a very popular word in the world of music and revenue. Brands are becoming a major partner for artists and music launches nationally and globally. The revenue in this arena is substantial and the reach to audiences is sometimes priceless. However, many artists also bring a sizeable value to a brand with their millions of fans, while new artists can bring "cool" to a brand, which money cannot buy! This session will give unique insight into how the world of music and brands continues to evolve and grow into one of the biggest opportunities in the music business worldwide for both independent and established artists, as well as their managers and rights holders.