PARTNER PROFILE
2015
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Make your brand and your product part of this unforgettable feeling. At c/o pop, you can reach urban young people, opinion leaders and music lovers!

On the following pages, you will find out more about the festival, the convention and the possibilities for partners, promoters and sponsors.

We offer you a variety of options for being part of at c/o pop: Promotional activities of all kinds, media integrations, brand and product presence on site or your own partner events within the framework of the festival and the convention.

We would be happy to create a tailor-made solution for your brand and your product at c/o pop!

C/O POP MARKETING & SPONSORING
Jutta Unger
Tel: +49 221 998 911 00
Mail: jutta.unger@c-o-pop.de
Five days, over 30,000 visitors, 60 concerts and parties in 30 different locations and around 100 artists from 20 countries: urban and diverse!

The c/o pop festival’s recipe for success is simple: musically, the c/o pop festival has been offering a good mix of established artists and newcomers since 2004, including electro, indie, and related styles as well as international and national acts. Besides the headliner shows, there are also numerous concerts and showcases with free entry.

Among the highlights are, of course, the several special events such as the popUP NRW award, the label evenings and networking events in the context of the c/o pop festival.
c/o pop demonstrates diversity in its choice of locations: gigs will take place in clubs and classic concert halls, as well as on open air stages and in locations originally reserved for high culture such as the Cologne Philharmonic Hall or the WDR studios.
LIVE MUSIC HALL  
Capacity: 1300

CLUB BAHNHOF
EHRENFELD  
Capacity: 450

FESTIVALZENTRALE  
STADTGARTEN SAAL  
Capacity: 400

STUDIO 672  
Capacity: 180

ZUM SCHEUEN REH  
Capacity: 100

ROXY  
Capacity: 150

GLORIA THEATER  
Capacity: 800

KLAUS-VON-BISMARCK-SAAL  
IM WDR FUNKHAUS  
Capacity: 600

KLEINER SENDESAAL  
IM WDR FUNKHAUS  
Capacity: 180

WARTESAAL AM DOM  
Capacity: 900

KÖLNER PHILHARMONIE  
Capacity: 2000

GEBÄUDE 9  
Capacity: 450

BOOTSHAUS  
Capacity: 2000

E-WERK  
Capacity: 2000
BANDS & ACTS
(SELECTION 2004–2014)

KELIS • THE WHITEST BOY ALIVE • ELBOW • ARCADE FIRE • WARPAINT • JANELLE MONÁE • PHOENIX • PAUL KALKBRENNER • GET WELL SOON • HERCULES & LOVE AFFAIR • PALAIS SCHUMBURG • THE NOTWIST • MAXIM PARK • SVEN VÄTH • WIR SIND HELDEN • FETTES BROTHEL • INTERNATIONAL PONY • TOTALLY ENORMOUS EXTINCT DINOSAURS • BEIRUT • ROBYN • RICARDO VILLALOBOS • RICHI HAWTT • SOAP & SKIN • DJ HELL • FRANZ FERDINAND • DINOSAUR JR. • CARIBOU • BUGGE WESELTOFT & HENRIK SCHWARZ • M.I.A. • THE BRANDT BRAUER FRICK ENSEMBLE • OWEN PALLETT • PATRICK WOLF • MODERAT • WHOMADEWHO • ALTER EGO • PHILIPP POISEL • LAURENT GARNIER • FEHLFARBNEN • DIE STERNE • DAF • THE GO! TEAM • YEAH YEAH YEAHS • CRYSTAL CASTLES • TIM BENDZKO • WU LYF • GUSGUS • GAS • PACHANGA BOYS • SHANTELL & BUCOVINA CLUB ORKESTAR • BOOKA SHADE • BONAPARTE • THEO PARRISH • MICHAEL MAYER • TRENTEMØLLER • DJ KOZE • DJ MEHDI • TIEFSCHWARZ • ROBAG WURHME ELLEN ALIEN • MATIAS AGUAYO • DILLON • AGNES OBEL ...UVM.
“The Cologne music festival c/o pop really spoils its audience.”
Kölner Rundschau, 2014

“This year, c/o pop festival has properly upped its game.”
Intro, 2014

“The abbreviation c/o pop (Cologne on Pop) has long become a hallmark for good music.”
Deutsche Welle, 2014

“The new festival programme seems more open and relatable; a mixture of well-known artists who are currently in the spotlight and younger acts about whom we will – hopefully – say later that we saw them first at c/o pop.”
Kölner Stadt-Anzeiger, 2014

“You can’t download a weekend like this from the Internet.”
3sat Kulturzeit, 2011

“Bit by bit, c/o pop has rebuilt the pop metropolis of Cologne.”
Kölner Stadt-Anzeiger, 2010

“With its first-class curation... and adjacent trade fair and conference area, c/o pop has become one of the most important industry meet-ups for the young and colourful creative sector.”
Frankfurter Allgemeine Zeitung, 2009

“c/o pop is really important for the music scene in Germany.”
Hans Nieswandt, Head of the Institute for Popular Music of the Folkwang University of the Arts, 2014

“c/o pop is great: compact and with short walking distances.”
Ralf Niemczyk, editor at Rolling Stone, 2014
THE CONFERENCE FOR ENTERTAINMENT CONTENT, MUSIC & BRANDS

Parallel to the festival, on 20 and 21 August, the c/o pop Convention will be taking place, offering over 1,000 professionals from 15 countries a two-day conference programme all about the topics of “Entertainment Content, Music & Brands”.

c/o pop Convention is the business platform for anyone working at the interface between brands and music & entertainment content.

In lectures and workshops, visitors can discuss topics such as branded entertainment, communication strategies, new forms of content and sales, synch and sponsoring, as well as opportunities and risks in new business models. And all of this in a personal atmosphere, far away from anonymous trade fair halls.

c/o pop Convention has tailored its programme to artists, brands, agencies, labels and service providers from the content and communication industries.

It is a networking platform for content providers and seekers, for decision-makers and trendsetters, students, lecturers and graduates of related university courses, for start-ups and established companies, for marketing leaders and brand managers, media creators, one-man shows and large enterprises.

We believe that content is the driving force for the age of communication and have, therefore, created this marketplace.

»When it comes to discourse, Cologne has the edge over Hamburg or Berlin!«

Berliner Zeitung
FEEDBACK

“Not your obligatory run-of-the-mill stuff, but positive networking with adjacent industries!”
Hannes Tschürtz, Ink Music, Vienna

“The c/o pop Convention has the potential for further growth because it is already brilliant.”
Hans Brouwer, CEO Massive Music, Amsterdam

“Just like in the best times of Popkomm.”
Gerrit Winterstein, CEO White Horse Music, Hamburg

“The quality of the participants as well as the many topics is impressively high.”
Kyle Hopkins, Head of Music Supervision, Microsoft Media Acquisitions, Washington

“What stands out is how much substance the topics discussed here have.”
Natasha Baldwin, Group President for Creative and Marketing, Imagem Music Group, London

“I am very grateful that I was able to take part; it was a great event.”
Wolf Ingomar Faacks, Executive Director and Vice President SapientNitro Kontinentaleuropa, President of the German Association of Communications Agencies, Munich

“Inspiring days and some real connections were made! I attended some brilliant stuff!”
Munbir Chawla, Wild City, New Delhi

“It was a great conference!”
Alan Miller, COLLIDE, Los Angeles

“One can for sure sense the potential of the market and it’s great to see c/o pop is leading the charge!”
Sat Bisla, A&R Worldwide, Beverly Hills

“I remain amazed at the high level of professionalism displayed by the conference organizers – such a schedule is sure to amass a great number of movers and shakers!”
Haukur S. Magnússon, The Reykjavik Grapevine, Reykjavik

„With its eleventh edition, c/o pop is back on course. In the conference part, the old saying that less is sometimes more proved true. And it became apparent that every discussion round benefits from having the artists themselves take part.”
Musikwoche

PANEL: SOCIAL MEDIA & BRANDED CONTENT

NADIN LEFKELI (WHITE HORSE MUSIC)
TORSTEN SCHMIDT (RED BULL MUSIC ACADEMY)
SPEAKER & PANELISTS
(SELECTION 2004–2014)

SUROOSH ALVI (VICE MEDIA), JOACHIM BADER (SIAPANT NITRO), STEPHAN BALZER (RED ONION / TEDX GERMANY), THIERRY BAUJARD (PEACEFULFISH), ROLAND BECKMANN (VODAFONE), JOACHIM BESSING (AUTHOR), SAT BISLA (A&R WORLDWIDE), BORIS BLANK (YELLO), STEVE BLAME (AUTHOR), SABINE BORNEHAGEN (CULTURAL CONTACT POINT GERMANY), CHRISTOPH BORSCHEIN (TLGG), CHRISTIAN BOS (CREATIVE.NRW), PAUL BRINDLEY (MUSICALITY), HANS BROUWER (MASSIVE MUSIC), BUSY P. (ARTIST), CHARLES CALDAS (MERLIN), FRED CASIMIR (BMG RIGHTS MANAGEMENT), ANDA CORRIE (ETSY EUROPE), MASUDA DAKIK (COCA-COLA), RUTH DANIEL (UNCONVENTION), DR. JO DEUTSCHMANN (DEUTSCHE TELEKOM AG), DIEDRICH DIEDERICHSEN (INSTITUT FÜR KUNST- UND KULTURWISSENSCHAFTEN), ALEXANDER ELBERTZHAGEN (KICK MEDIA AG), MARC JAN EUMANN (MINISTRY FOR FEDERAL AFFAIRS, EUROPE UND MEDIA, NRW), WOLF INGOMAR FAECKS (SIAPANT NITRO / GWA), CRISTIANA FALCONE (WORLD ECONOMIC FORUM), BERND FESEL (EUROPEAN CENTRE FOR CREATIVE ECONOMY), MICHAEL FISCHER (IBM), ECKARD FOLTIN (BAYER MATERIAL SCIENCE), TINA FUNK (VEVO), MATE GALIC (NATIVE INSTRUMENTS), DARREN GALLOP (MARCATO DIGITAL SOLUTIONS), ANDREAS GEBHARD (NEWTHINKING COMMUNICATIONS), DIRK VON GEHLEN (JETZT.DE), PROF. DIETER GORNY (BUNDESVERBAND MUSIKINDUSTRIE), DR. CLAAS HEISE (NRW.BANK), EVA GRONBACH (FASHION DESIGNER), DOMINIC HODGE (FRUKT), KYLE HOPKINS (MICROSOFT XBOX), HOLGER HÜBNER (WACKEN FESTIVAL), MARKUS HÜNDGEN (WEB VIDEO ACADEMY), JONATHAN IMME (UNTIL WE SEE NEW LAND), NIKLAS IVARSSON (SPOTIFY), PETER JENNER (SINCERE MANAGEMENT), NICO JONES (VEVO), PETER KERCKHOFF (DEUTSCHE TELEKOM), ZACH KLEIN (VIMEO), PIUS KNÜSEL (PRO HELVETIA), HENDRIK KOEPFF (AMAZON.DE), FRED KOGEL (KOGEL & SCHMIDT GMBH), BERND KOLB (CLUB OF MARRAKESH), DR. BASTIAN LANGE (MULTIPLEXITIES), CHRISTOPH LANGE (SIMFY), KITTY LEERING (PICNIC), ROBERT LEVINE (AUTHOR), RALF LUESDORF (DEUTSCHE TELEKOM), NICO LUMMA (AUTHOR), ALEXANDER LJUNG (SOUNDCLOUD), FREDRIK MARCUS (CREUNA), UWE H. MARTIN (SPILL THE BEANS), IBRAHIM MAZARI (TURTLE ENTERTAINMENT), ALAN MILLER (COLLIDE), DANIEL MILLER (MUTE), PHILIPP MOEHRING (SEEDCAMP), ROB MONTGOMERY (VISUAL EDITORS FOUNDATION), DIETER MOOR (JOURNALIST), ULI MÜCKE (CONSULTANT), KUROSH NASSERI (NASSERI MUSIC BUSINESS SOLUTIONS), PAUL OWENS (BOP CONSULTING), CLARK PARSONS (BERLIN SCHOOL OF CREATIVE LEADERSHIP), CLAUDIA PELZER (CROWDSOURCING.COM), MEHRDAD PIROOZMAM (ISTEPS APP VENTURES), STEFAN SAGMEISTER (FOUNDER & CEO, SAGMEISTER & WALSH), GREG SATO (LEVY’S), TORSTEN SCHMIDT (RED BULL MUSIC ACADEMY), SHAMAL RANASINGHE (TOPSPIN MEDIA), TIM RENNER (MOTOR ENTERTAINMENT), AXEL SCHMIEGELOW (DENKWERK), ZOE STAINSBY (COCA-COLA), THOMAS M. STEIN (BMG EUROPE), BRIAN STORM (MEDIASTORM), JÖRG SÜSSENBACH (GOETHE INSTITUT), ROBERT TERCEK (THE OPRAH WINFREY NETWORK), KURT THIELEN (ZEBRALUTION), MARTIN THÖRNKVIST (MEDIA EVOLUTION), RENAUD VISAGE (EVENTRIBE), ANTHONY VOLODKIN (THE HYPE MACHINE), FLORIAN WALDVOGEL (KUNSTVEREIN HAMBURG), JOHN HENDRIK WEITZMANN (CREATIVE COMMONS DEUTSCHLAND), MARCEL WEISS (NEUNETZ.COM), CARL FRANK WESTERMANN (META DESIGN), GERRIT WINTERSTEIN (WHITE HORSE MUSIC), JOSEPH G. WOODS (THE WORLD CENTRE FOR NEW THINKING), STEFAN ZILCH (SPOTIFY) UVA.
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Partner & Sponsors 2014

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