

# LUXEMBOURG MARKET PROFILE

An EMEE Music Market Study

2024

This report is created as one of the deliverables of the project “Developing European Music Export Capacity”. The project is co-funded by the European Commission.



**Co-funded by  
the European Union**

**Author:** Zachary Glavan

**Language and content editor:** Virgo Sillamaa, Alice Kattago

**Editorial support & designer:** Jess Partridge

**Research project coordinators:** Virgo Sillamaa (EMEE) and Alice Kattago

The report was created between October 2023 and March 2024.

The authors and the entire EMEE team expresses gratitude to all the professionals who were willing to grant their time and expertise, including: Marc Nickts (SACEM Luxembourg), Georges Goerens (Bartleby Delicate/ENGLBRT, Kulturfabrik), David Galassi (Konektis Entertainment), Danny Epstein (Konektis Entertainment), Mike Butcher (Tritone Studios), The Luxembourg Ministry of Culture, Kultur | lx, Arts Council Luxembourg

---

# CONTENTS

<b>1. General Context</b>	<b>4</b>
1.1. Geography and Getting Around	4
1.2. Society, economy and communication	6
1.3. Tax and Legal	7
1.4. Music and Creative Industries Policy	9
<b>2. Music Consumption</b>	<b>14</b>
2.1. Music Discovery and Engagement	14
2.2. Participation in Live Events	14
<b>3. Music Ecosystem</b>	<b>15</b>
3.1. Music Economy	15
3.2. Industry Events and Conferences	15
3.3. Music Organisations	16
<b>4. Live Music Sector</b>	<b>19</b>
4.1. Music Festivals	19
4.2. Music Venues and Clubs	21
4.3. Promoters and Booking Agents	23
4.4. Organising a Tour or Gig	24
<b>5. Recorded Music Sector</b>	<b>26</b>
5.1 Record Labels	26
5.2 Record Shops	27
<b>6. Music Publishing &amp; Synch Sector</b>	<b>28</b>
6.1. Music Publishing Industry	28
6.2. Collective Management of Copyright	28
6.3. A Brief Overview of the Synch Sector	29
<b>7. Media and PR</b>	<b>30</b>
7.1. Social Media	30
7.2. Written Media – Print and Online	30
7.3. Radio	33
7.4. Television	34
7.5. Developing a Marketing and PR Strategy	35
<b>References</b>	<b>37</b>

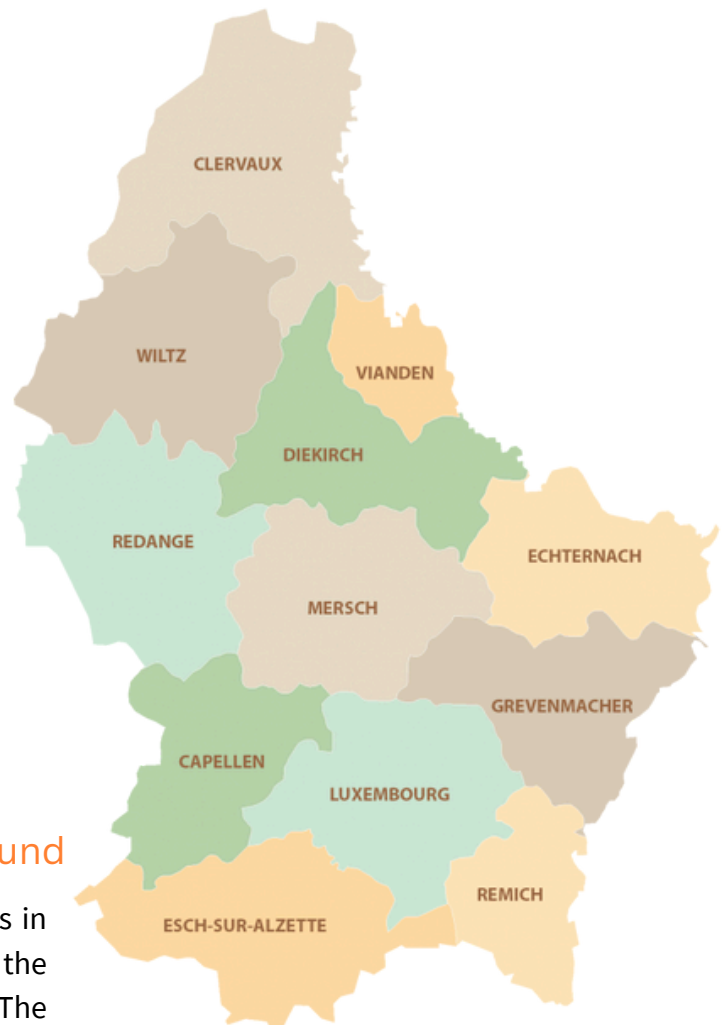
# 1. General Context

## Population

654 768

UN

<b>Luxembourg</b>	132 780
<b>City</b>	
<b>Esch-sur-Alzette</b>	36 625
<b>Differdange</b>	29 536
<b>Dudelange</b>	21 953
<b>Ettelbruck</b>	9688
<b>Wiltz</b>	6866
<b>Echternach</b>	5870



## 1.1 Geography and Getting Around

Despite being one of the smallest countries in the world, Luxembourg remains one of the wealthiest and most diverse per capita. The world's only Grand Duchy, Luxembourg's economy is one of the most dynamic in Europe, regularly ranking in the top 10 globally in competitiveness, digitalisation, and innovation ([Luxembourg "Let's Make It Happen"](#)). Moreover, it is considered to be the economic "powerhouse" of the Greater Region (or Grand Region), a territory composed of four countries (Luxembourg, Germany, France, and Belgium).

Luxembourg is at the crossroads of Europe and a meeting point of different cultures. Some of the top artists in the world are attracted by the country's impressive range of concert halls, theatres, museums, and festivals. The vibrant music scene offers something for everyone, ranging from pop, rock, classical, jazz, blues, and more.

With a population approaching 650 000 people and over 170 nationalities, its distinguishing characteristic is the high diversity of expatriate residents. Luxembourg's foreign-resident population reaches almost 50% across the country, and in the capital of Luxembourg City alone, over 70% are foreign-born residents. Among those nationalities, Portuguese people

make up an astonishing 15% of the total Luxembourgish population, while French, Italians, Belgians, and Germans round out the top 5 largest foreign communities. Moreover, according to Luxembourg's "[Let's Make It Happen](#)" initiative, "on each working day around 197 000 cross-border commuters journey to Luxembourg from France, Germany and Belgium to work and contribute to the country's wealth." This, combined with the country's diverse population, makes Luxembourg a unique way to reach a wide demographic, both within, and well outside of its borders.

## Population Distribution

The population of Luxembourg is rather unevenly distributed across the country. The southern parts of the country are more highly urbanised, with more infrastructure and organisations dedicated to the music industry than the rural regions in the centre and north of the country. According to [Statistiques.lu](#), "Luxembourg and Esch-sur-Alzette are the most populous regions, with 197 932 and 186 224 inhabitants respectively. They alone account for approximately 60% of the national population. The other regions have fewer people, with shares of the total population varying between 8,0% in Capellen and 0,9% in Vianden (Statistiques.lu, 2024)".

Geographically, Luxembourg is subdivided into twelve administrative cantons, of which the main regions are:

- **Luxembourg District + The South - bordering France and Belgium** At the communal level, Luxembourg City has by far the largest population, with 132 780 inhabitants. Its residents represent about one-fifth of the total population of the country of Luxembourg. Additionally, Esch, the second largest city was selected as one of the 2022 European Capitals of Culture, which brought more of Luxembourg's cultural sector (public institutions, music venues, industry professionals) further south. With exceptions of course, the Luxembourg District and "South" are typically the primary stops for any international artist/band looking to perform in the country. Cities that are relevant to the music sector within the Luxembourg District and broader South include Luxembourg City, Esch-sur-Alzette, Differdange, Dudelange.
- **The North - bordering Belgium and Germany** including Ettelbruck, Wiltz.
- **The East - Bordering Germany** including Echternach

## Transportation

While many people still drive between cities, in 2020, Luxembourg became the first country in the world to make all public transportation free and accessible for everyone. The primary modes of public transport between major cities include Train and Bus, while within Luxembourg City a relatively new Tram service currently connects the Luxembourg train station to [LUXEXPO THE BOX](#), with an extended line to the Findel Airport expected by Spring 2025.

## Weather

Luxembourg has a mild climate which is characterised by moderate seasons and weather. The usual precipitation and relatively high humidity bring very green Spring, Summer, and Fall seasons. The average temperature in Luxembourg City, the capital, ranges from about 0°C in winter to around 25°C in summer.

Rainfall is evenly distributed throughout the year, with the wettest months typically being May and June. Winter temperatures here range from +3°C to -6°C. The coldest month of the year is January. According to [Luxtoday.lu](https://www.luxtoday.lu), “the climate of the Grand Duchy is very influenced by the features of its terrain. Thus, in the north of the country, in mountainous lands, the temperature will be 2 to 3 degrees lower, than in the south, where the Luxembourgish plateau and plains take place (Luxtoday.lu, 2023).” Snowfall is common in winter but typically does not accumulate for very long and melts on the ground fast. Shows are still happening in the winter season however almost always indoors, with the exception of the annual Winterlights Festival (Christmas Markets).

Also according to Luxtoday.lu, “summer months bring in plenty of sunshine as compared to the otherwise rainy and cloudy surrounding seasons, with July being the hottest.” Most of Luxembourg's main music festivals occur during June and July when there's typically less rain and it's more pleasant to be outside. A list of notable festivals has been provided in the section below (i.e. Fête de la Musique, Siren's Call, Blues'n Jazz Rallye, USINA, etc).

### 1.2. Society, economy and communication

**Official language(s):** Luxembourgish, German, French

**Other important Languages:** English, Portuguese, Italian

**Recommended language to communicate with local professionals:** French, English

**Currency:** €

	2023	2022
<b>Average Age (Source)</b>	39,2	40,1
<b>GDP (Source)</b>	€79,3 bln	€77,5 bln
<b>GDP Per Capita (Eurostat)</b>	€118 770	€118 310
<b>Social media users (% of population) (Source)</b>	62,1%	-
<b>Internet penetration in households (% of population) (Source)</b>	98,7%	99,0%

---

### 1.3. Tax and Legal

Historically in Luxembourg, many bands and artists formed companies around their projects with the ‘a.s.b.l.’ status (“association sans but lucratif” or non-profit). At the time, forming an a.s.b.l. was among the only options for setting up your project as a ‘business’ in the country. These days, more and more artists are registered as independent. As self-employed artists, artists are entitled to social assistance benefits and as “intermittent workers” in the entertainment industry (taken from the French compensation system “Intermittence Du Spectacle”), they can also receive benefits during their period of inactivity.

According to the Luxembourg [Ministry of Culture](#), an “*intermittent entertainment worker (intermittent du spectacle) is an artist or stage technician working intermittently for the performing art sector. He alternates periods of employment with periods of inactivity given the project-based and time-limited nature of most work in this sector (theatre, cinema, etc.). The State grants the status of the independent artist (artiste indépendant) to artists whose professional work focuses on creating cultural goods or artistic performances (Guichet.lu, 2024).*”

More information on the Intermittent du Spectacle can be found [here](#).

Additionally, as a self-employed artist, you are entitled to a social assistance benefit if your monthly resources are inferior to the monthly social minimum wage for skilled workers. The social assistance benefit aims to make up the difference between your income and the social minimum wage for skilled workers (€2.708.35 gross as of 1 January 2022). Your monthly resources are determined by considering your gross income, professional or not.

To be granted social assistance, you must meet the same conditions as the intermittent entertainment workers. The only major difference is that you have been registered with a pension insurance scheme as an independent intellectual worker for at least three years immediately preceding the request.

#### **1.2.2. Copyright law and Collective Licensing**

On August 1, 2014, the government gave the green light for the creation of the “l’Institut de la Propriété Intellectuelle Luxembourg” ([Institute of Intellectual Property Luxembourg or IPIL](#)) in the form of an Economic Interest Group (EIG). The IPIL aims to bring together national and international skills concerning intellectual property (IP) into a coherent whole and to make them available to economic and institutional players to constitute a growth lever for Luxembourg.

According to the IPIL [website](#) (translated from French), “*copyright and related rights apply to original literary, musical or artistic works. It thus covers software, drawings, maps, graphs, plans, photographs and films, architectural works, sculptures, sound recordings, radio and television broadcasts, etc. To be protected by copyright, the work must have sufficient originality and have taken a certain shape (which excludes ideas or concepts) (IPIL, 2024).*”

All creators of works in Luxembourg are automatically protected by copyright. No formal registration is required to obtain protection by copyright, however, the creator should at least provide proof of the date by any means necessary ([more info here](#)). Copyright starts with the simple creation of the work. Creators thereby automatically gain rights over their works allowing them to control their subsequent use by third parties. The protection is valid throughout the creator's life plus another 70 years from their death, thereby benefiting their heirs and beneficiaries. In the realm of authors' rights, compositions enter the public domain 70 years post-composer's demise.

In music, there are also collective management organisations that grant licences for a fee and act on behalf of the copyright owners, most notably the Luxembourgish division of [SACEM](#) (Society of Authors, Composers and Publishers of Music), which manages the rights of audio works. While officially linked to SACEM France, SACEM Luxembourg has operated independently as a not-for-profit entity since 2003, with local decisions on rates and policies.

SACEM operates just as most international CMOs do, intervening whenever there is a public performance of one of its members' musical works or a song is being reproduced. In Luxembourg, any person or entity using music or reproducing it on media must get a licence to do so and pay royalties which go to the authors, composers and publishers. A public performance is one that occurs either in a public place where people gather (other than a small circle of a family or social acquaintances) or one that is transmitted to the public (radio, TV broadcasts, and online).

By authorising, in the form of contracts, the public broadcasting of protected works: television, radio, concerts, balls, nightclubs, cinemas, public places playing music, or, in the form of SDRM (the reproduction of songs on phono/video-gram). The amount of these fees is determined by the type of service that is provided by the music. This way, SACEM receives a percentage of the revenue coming from the exploitation of music when it is essential. The fee is calculated at a fixed rate, whenever music only plays a “secondary” role. More information on SACEM’s royalty collection policies can be found [here](#).

<b>WHICH LICENCES ARE GRANTED COLLECTIVELY BY THE CMOS VS NEGOTIATED INDIVIDUALLY</b>		
<b>Usage</b>	<b>Author’s Rights</b>	<b>Neighbouring Rights</b>
Public performance	Collectively	Collectively
Broadcasting in radio and TV	Collectively	Collectively
Reproduction and distribution (physical)	Collectively	Individually
Background music	Collectively	Collectively



Making available online	Collectively	Individually
Licensing to film production	Individually	Individually
Licensing to TV production	Individually	Individually
Licensing to advertisements	Individually	Individually
Licensing to video games production	Individually	Individually
Private events	Collectively	Collectively

Table 1: Licensing music in Croatia. Source: ZAMP, ZAPRAF

### 1.2.3. Visa and other mobility info

It is a little-known fact among the global population that The Schengen Agreement was originally signed (on 14 June 1985) in the town of Schengen, Luxembourg, hence the name. This area covers a large number of countries of the European Union (but not all) and a number of other European countries. Depending on your nationality when travelling to a European country a visa may be required to enter the Schengen area.

For UK musicians, performers and support staff, many EU member states, including Luxembourg, have confirmed that they offer visa and work permit-free routes post-Brexit. For most artists and teams coming outside of the EU, there are only two visa categories in Luxembourg: “A” visa (or airport transit visa) and “C” visa or short-stay visa, and only the latter is really relevant for artists and other cultural professionals.

According to a detailed guide on “Visas For Third Country National Artists” from the [European Festivals Association](#), “a person holding a “C” visa can stay in a Schengen country for a certain period of time depending on the visa validity. The period of validity can never be longer than five years and the authorised stay cannot be more than 90 days in any 180-day period. This can be issued for single, double or multiple entries. For most performing artists and cultural professionals who are likely to travel frequently to the Schengen area a multiple entry is much more practical, and it is recommended they apply for such a visa (European Festival Association, 2018).”

### 1.4. Music and Creative Industries Policy

In January 2016, the Luxembourg Ministry of Culture initiated the country’s first-ever National Cultural Development Plan ([Kulturentwécklungsplang 2018-2028](#)), in a common approach and collaboration of several groups of actors. The cultural development plan presents strategic recommendations for the Grand Duchy of Luxembourg in terms of cultural policy. These recommendations are based on the diagnosis of the analyses and consultations with the cultural sector and serve as a basis for policy decisions to effectively promote a rich and vibrant culture.

The plan aims to establish a cultural pact that promotes access to culture for all. This agreement is addressed to all municipalities and is a joint commitment by the state and the municipalities to ensure stable funding for cultural activities. More on the Kulturentwécklungsplang can be found [here](#).

Within the National Cultural Development Plan, we can pinpoint specific structures and funding options for the music sector. For a country as small as Luxembourg, the amount of funding available to local artists and structures (and even international professionals) well outweighs its population. Structures such as [Kultur | lx](#) (Arts Council Luxembourg) and [Rocklab](#) contribute significantly towards stimulating the career development of Luxembourgish creatives, supporting and encouraging the dissemination of artistic creation, and working towards boosting the impact and promotion of artistic creations in and outside of Luxembourg.

### **Notable funding structures include:**

#### **[Ministère de la Culture](#)** (Luxembourg Ministry of Culture)

The Ministry of Culture develops and implements the Luxembourg government's national and international cultural policy. In parallel with the implementation of the national policy for the protection and promotion of cultural heritage, and develops artistic creation and supports the international development of artists and cultural actors. To this end, the Ministry maintains agreements with Luxembourg's cultural actors, while developing and implementing support tools such as the subsidy scheme, or social benefits for self-employed professional artists and intermittent workers in the entertainment industry.

#### **[Kultur | lx, Arts Council Luxembourg](#)**

Kultur | lx – Arts Council Luxembourg was created in July 2020 as an initiative of the Luxembourg Ministry of Culture as part of the government's cultural development plan ("Kulturentwécklungsplang 2018-2028). There are three core goals central to their mission: Career Development, Touring, and Promotion, revolving more specifically around three core strategies:

- Stimulating the career development of Luxembourgish creatives;
- Supporting and encouraging the dissemination of artistic creation;
- Boosting the impact and promotion of artistic creations in and outside of Luxembourg.

Funding opportunities at Kultur | lx for the local and international music sector include:

- **Luxembourg focus programme:** In order to help facilitate the scouting of Luxembourgish talent, Kultur | lx helps organisations who want to invite foreign professionals to events and exhibitions;
- **Promotion support:** Kultur | lx aims to support the visibility and the recognition of the artists, the events and the actions implemented by the creators and professionals of Luxembourg with the media, the professionals and the international public;
- **Support for touring and dissemination:** Financial assistance for touring and circulation of productions is intended for Luxembourgish professionals in the cultural sector who wish to

perform on tour, at festivals, showcases or present their work at exhibitions abroad;

- **Global Project Grant:** This grant, available to artists in the Luxembourgish music scene, offers them the chance of setting out and proposing a project that will enable them to kick-start their career development, promotion and marketing, participation in tours, involvement in international workshops/conferences, and to increase the depth of their compositional work. This initiative is intended to add value to the project and to encourage artists and their teams to plan their strategy one year ahead, with a dedicated budget, and only awarded to one artist per genre category (Pop/Rock, Jazz/World, and Classical) per year;
- **Artist Management Programme:** This pilot grant has been designed as a two-year grant and offers managers the chance to increase the depth of their professional network and development while aiding them in their pursuit to work more closely with Luxembourgish artists locally and abroad. For its part, Kultur | lx is committed to accompanying the laureates and has built a mentoring programme with international professionals who will be able to guide the laureates throughout the various stages of this grant;
- **Support for exhibitors attending trade fairs and trade shows:** Kultur | lx aims to support the professional structures which contribute, by their work and their presence on international events, towards spreading and increasing the appeal of Luxembourgish creation. This support is aimed at companies and organisations (galleries, publishers, associations, cultural institutions) that want to take part in international events, such as trade shows and professional fairs, and whose programme(s) will include one or more Luxembourgish artist;

Support for prospecting, research and career development: Recipients may be awarded funding for the purpose of networking (attending festivals, trade shows, exhibitions, auditions, meetings with the media or with those working in the sector); of training to complement initial training (conferences, workshops, master classes, or mentoring); or of specialisation (specialist training courses, internships, residency, or song-writing camps).

### **Œuvre Nationale de Secours Grande-Duchesse Charlotte**

The “Œuvre” is a public establishment subject to the supervision of the Minister of State. It manages the National Lottery and assumes a prominent role in the organisation and financing of projects serving the general interest in Luxembourg. The Œuvre offers three different types of aid: **Aides Ponctuelles** (One-off Assistance) supporting concrete projects, limited in time and with a social impact; **Appels à Projects** (Calls For Projects) with specific themes; and **Fonds Permanents** (Permanent Funds) which includes an additional four permanent funds aimed at further encouraging the realisation of projects in concrete areas:

- **Fonds stART-up :** The stART-up fund is aimed at artists, creatives, cultural actors under the age of 36 with a link to Luxembourg. The stART-up fund gives young artists and cultural actors/professionals the opportunity to launch into professional life by offering them significant support in carrying out a major project. Amounting to a maximum of 25,000 euros per project, funding from the stART-up fund can only be received once per person;

- **“Culture and Creation Prize” Fund:** This fund is aimed at non-profit organisations which wish to organise prizes to encourage the discovery and promotion of talented artists and creatives;
- **“FormatiON – preventing school dropouts” fund:** The “FormatiON – Preventing School Dropout” fund is aimed at associations that wish to launch projects helping young people at risk or in a situation of dropping out of school;
- **“Study trips and exchanges” fund:** The “Study trips and exchanges” fund is aimed at schools, high schools and associations which wish to encourage young people to have experiences, to travel, to discover other cultures, and to meet other young people.

### **Film Fund Luxembourg**

Film Fund Luxembourg was first established in 1990 and exists primarily to promote and foster an environment in which the country’s film production industry can develop and flourish. The Fund, an official body supervised by the minister responsible for the audiovisual sector and the minister responsible for culture, implements the overall policy of the government’s support for audiovisual productions.

Within the music sector, assistance for the creation of music videos is set up by the Film Fund Luxembourg in collaboration with the Rockhal and Kultur | lx. Its objective is to support the creation of video clips produced on behalf of Luxembourgish artist's professional ambition and with the contribution of professionals from the national audiovisual sector. By stimulating the creation of ambitious videos of high artistic quality, the aid aims to strengthen the ties and promote exchanges of know-how and ideas as well as dialogue between the two sectors. The maximum amount of aid is €10,000 per music video project, co-financed at a maximum of 80% of the overall project budget.

### **SACEM Luxembourg**

SACEM Luxembourg, the national CMO, busies itself not only with billing the media broadcasting out of the country for copyright and related fees but also more particularly with the management and wider use of the Luxembourgish repertoire. SACEM Luxembourg also supports musical creations in the Grand-Duchy with an annual budget of 125.000€. This aid is granted for purposes such as projects to commission works, concerts, or the production of CDs, that have as their aim the creation and distribution of music “Made in Luxembourg”. The Consulting Committee examines the applications and decides whether or not to approve them. The decision, whether positive or negative, is addressed in writing to project leaders.

### **Rocklab**

Beyond infrastructure and technical and production equipment, Rocklab offers artists, musicians and creatives in the music sector the resources and systems needed to develop their artistic and musical projects. Monthly member meetings are structured around round tables, masterclasses and workshops, while the organisation’s online resources are dedicated to subjects such as the music industry, artistic creation and instrumental practice.

The Rocklab also puts together tailor-made support programmes combining mentoring, access

---

to performance spaces, one-off information-resource and coaching sessions (vocal/stage) and broadcasting (concert, showcase or live video). Every July, the organisation puts together the Screaming Fields Festival and Song Contest, in which artists are selected for their two accelerator programs.

#### **OTHER LUXEMBOURGISH ORGANISATIONS TO NOTE**

- [Creative Europe Desk Luxembourg](#)
- [Luxinnovation](#)
- [Fonds culturel national - “Focuna”](#)
- [Centre Culturel de Rencontre Abbaye de Neumünster](#)
- [Philharmonie Luxembourg](#)
- [Centre culturel de rencontre Abbaye de Neumünster](#)

---

## 2. Music Consumption

### 2.1. Music Discovery and Engagement

According to [Luxembourg's statistics portal](#), “Luxembourg dominates internet usage in Europe. Although internet use was already at a very high level in 2019 (96%), it increased another notch to reach 99,4% and place the Grand Duchy at the top of the EU27 (Statistiques.lu, 2024)”. [In a report](#) documenting internet usage of 16-24 year olds, “the five favourite activities of young people online are instant messaging, social media, phone calls/online videos, music and content video sharing services such as YouTube (Statistiques.lu, 2023).” 76% of those active internet users aged 16-34 are using it to listen to or download music, while upwards of 50% are using it to purchase tickets to cultural events (Statistiques.lu, 2023).

### 2.2. Participation in Live Events

As outlined in the introduction (1.1. Geography and Getting Around), artists looking to make Luxembourg a stop on their tour have the ability to reach a diverse fanbase of roughly 170 different nationalities and several different spoken languages. 70% of Luxembourg City is made up of foreign-born residents all with their own music tastes and preferences. Despite its small size, there is a breadth of musical entertainment on offer, via a host of venues.

As mentioned by [RTL today](#), “promoters and agents now acknowledge that, instead of being a calendar-filling stopover, Luxembourg has the capacity to significantly add to a band/act/star's lustre (RTL Today, 2024).”

Depending on the popularity of the artist coming through town, venues can often be sold out for shows ranging from a capacity of 100 to 6500. The majority of live music events start at €15 at the door for smaller clubs and extend upwards of €60-75 (and more) for general admission to the bigger venues. Several summer music festivals offer free entry however those with paid entry are on average about €65. Most if not all events are accessible and purchased online.

Those people who can't afford entry to live music events can access the [Luxembourg “Kulturpass,”](#) which enables people with modest incomes to participate in Luxembourg's cultural life. Valid for two years, the Kulturpass is a personal free card which allows free access to partnering museums and access for € 1,50 to concerts and festivals.

# 3. Music Ecosystem

## 3.1. Music Economy

[According to Statista](#), revenue in the Luxembourgish music events market is projected to reach €13,21 million in 2024 with overall music revenue reaching €18,45 million, while the number of annual attendees is expected to amount to 124 700 users by 2028 (Statista, 2024). Luxembourg, known for its high standard of living and international financial sector, has also seen a surge in demand for music streaming services among its tech-savvy population.

Despite the relatively small size of the country, support for the cultural sector is comparatively very strong. Most artists/bands from Luxembourg are still not making a living solely off of their music and thus, require state aid/assistance for music creation (recording costs, residencies, etc), touring, marketing, and more. With that, artists/creators can tap into the variety of organisations connected to the Ministry of Culture's expenditure budget (including the allocations to the state cultural institutes and public establishments) which in 2021 amounted to €160 235 222 for the year 2021 ([more info here](#)).

The cultural budget is the subject of constant debate between policymakers and those responsible for the sector. The budget is a tool for providing information on cultural governmental actions and their evolution. The performing arts (music, singing, dance, theatre, etc.) and heritage (architecture, archaeology and audiovisual, libraries, museums, etc.) dominate the cultural budget. Expenditure is mainly divided into three categories:

- **Subsidies** (supporting a person or an activity without counterpart and obligation);
- **Conventions** (supporting a mission by a natural or legal person on the basis of an agreement which defines the object of the project, the financing and the obligations of the parties);
- **Regulatory grants** (governed by a law, a regulation or international agreements).

The media sector (audiovisual, cinema and press) is attached to the Ministry of State and the Ministry of the Economy supports the development of cultural and creative industries, notably through the creation of the Luxembourg Creative Industries Cluster.

## 3.2. Industry Events and Conferences

For over 10 years, Luxembourg was renowned for its annual November showcase event for the amplified music sector, Sonic Visions, which took place in Esch – Belval. Since the pandemic, there have not been any further editions, though plans are in place to renew cross-border collaborations for the sector in the country. That said, there are still several distinguished annual conferences available for the jazz and contemporary sector, *such as*:

### **Like A Jazz Machine Festival** *May 8-12, 2024*

The CCRD Opderschmelz and the City of Dudelange organise a stimulating platform for artists, audiences and professionals within the jazz space, focused on new creations, emerging talent and adventurous crossovers. In 2024, 19 bands featuring over 70 musicians from all over the world will stage their current projects over 5 consecutive days. From traditional jazz to new trends, the festival celebrates jazz in all its forms. In keeping with its founding traditions, the festival also showcases residencies for national and international artists.

### **SHUFFLE** *November*

Shuffle – Luxembourg Jazz Showcase Festival is a unique music jazz showcase and festival in Luxembourg. Formerly known as Luxembourg Jazz Meeting, the bi-annual festival Shuffle has become the platform and steppingstone for Luxembourg’s jazz scene, as all artists will get the opportunity to present their projects in front of a wide selection of national and international music professionals invited by Kultur | lx, which can open doors to the international market. In addition, neimënster is inviting upcoming and emerging international jazz acts to complement the line-up of Shuffle, thus becoming a real talent development platform in the European jazz market and promoting international exchange and music discoveries.

## **3.3. Music Organisations**

Outside of the institutional and live music structures that exist, there are roughly 50 music companies in Luxembourg that specialise in the areas of music production, booking, promotion, publishing, and management. The Luxembourg music industry is developing in a positive direction - albeit slowly ongoing. The majority of new initiatives that have developed over the past several years are start-up businesses (or independents). Among the more active organisations include.

### **FOQUS**

FOQUS is a creative studio based in Luxembourg, producing original content for artists and brands. Outside of their photo, video production and livestreaming services, the company has a fully equipped photo and video studio in Differdange and the space can be rented out for photo and video shoots, along with professional lighting and rigging equipment.

### **The Schalltot Collective**

Since its inception in 2001, The Schalltot collective a.s.b.l. has organised more than 250 shows in and around Luxembourg. In 2004 the idea of putting up an independent music festival in association with the Kulturfabrik came up ([Out Of The Crowd](#) Festival).

### **De Läbbel** (Hip-Hop)

Founded in 2012 by David Galassi, Mike Zweyer, and Christophe Birgen, De Läbbel is the primary local platform for listening to and discovering urban music.

### **The Grund Club**

An artist project that debuted in 2015 based on the impulse of Lata Gouveia, The Grund Club works to promote and develop Luxembourgish songwriting. The group also interprets the



---

compositions of Luxembourg on different scenes of the Grand Duchy, with at least 38 active members.

### **Two Steps Twice**

Creative and music management firm, Two Steps Twice is your partner for artistic project management. They aim to provide the necessary structure and network to artists both on the visual and the musical side while connecting both.

### **Stéphanie Baustert Music Management**

Luxembourg-based independent music manager that provides full-service artist management and career development to jazz and improvised music artists. Stephanie offers a wide range of services to musicians of all genres, from marketing and promotion to project development to consulting.

### **A Note Music**

Luxembourgish-founded tech company A Note Music aims to be the main stage for music investments, building a bridge between the music industry and financial markets.

### **Unison Studios**

One of the largest professional studios in the region, Unison is a collective of producers, composers, musicians, sound designers and engineers dedicated to producing unique and captivating creations. Their facilities are tailored for music production combining modern digital workflow with vintage analog sound.

### **Sonotron**

Sonotron provides accessible studio spaces & recording resources to all, so professionals can experiment & produce finished products at a low cost; students can interact with music & sound in a high-quality environment & any member of the public can fulfil the urge to create.

## **Associations / Unions**

### **L'Alliance Musicale**

L'Alliance Musicale is the newly developed association of professional music organisations in the Grand Duchy. It serves both as an internal exchange platform and as a spokesperson for its members, who are concert organisers and venues, musical ensembles, or other professional actors in the sector.

### **Fédération Luxembourgeoise des Auteurs et Compositeurs (FLAC)**

The Luxembourg Federation of Authors and Composers has existed since March 2014 and currently has more than 100 members including ca. 50% work in the field of contemporary/classical music. Film music, jazz and various contemporary music are represented by the other half.

### **Fédération Nationale de musique du Grand-Duché de Luxembourg (UGDA)**

The Union Grand-Duc Adolphe, more generally known by the acronym UGDA, is the national federation of the associative movement of choral and instrumental music, folklore and theatre

---

in the Grand Duchy of Luxembourg. It currently brings together more than 12,500 active members spread across 291 affiliated companies.

### **3.3.1 Collective Management Organisations**

#### **SACEM Luxembourg**

SACEM Luxembourg represents and defends the rights of authors and creators worldwide and plays a crucial economic role in preserving musical creation. SACEM and SDRM concluded contracts with more than 168 authors' companies in the world and attributed the management of these rights for the Grand Duchy of Luxembourg to SACEM Luxembourg.

---

## 4. Live Music Sector

“Whatever people may think of the Grand Duchy, one thing that is without argument is the breadth of musical entertainment on offer, via a host of venues.” — [RTL Today](#).

Luxembourg has historically been known for its diverse selection of music festivals, particularly in the summer months when the weather is more suitable for open-air events. In total, there are around 15 active concert venues in Luxembourg, though that number is growing year after year. Options range from large concert halls like the Rockhal (6500 visitors) and Philharmonie Luxembourg (1500 visitors) to smaller concert venues with space for around 60 spectators. The concert halls and concert opportunities are in the south, centre and north of the country, and are accessible for a variety of artists across multiple genres.

For those emerging international artists performing in Luxembourg for the first time, there are a few venues that would be suitable in the 60-150 capacity range. The fees are generally low, but these performance opportunities are particularly interesting for those who want to have contact with Luxembourg’s diverse international community and use the country as a stopover between some of Western Europe’s bigger markets (i.e. Paris, Brussels, Frankfurt, Cologne, etc).

Several regional cultural centres are now offering Luxembourgish musicians the opportunity to receive a residency, helping to support the production to produce (or improve upon) their live show. Residencies range from 3-5 days to months, during which artists will receive technical support and use of the venues. Centres that offer residencies include (and are listed in more detail below), neimënster, Kulturfabrik (“KuFa”), opderschmelz, and Rocklab (Rockhal).

### 4.1. Music Festivals

#### **Siren’s Call** *late-June*

Set in the picturesque valley of Luxembourg City, Siren’s Call is a celebration of international and local music & culture, organised by the Abbaye de Neumünster (neimënster) and Den Atelier (A-Promotions).

**Capacity:** 3000

**Notable international acts** who have performed past editions include The Hives, Nothing But Thieves, MGMT, Cat Power, Metronomy, IDLES, Phoenix, and Japanese Breakfast. Siren’s Call is a participant festival in the ESNS Exchange programme.

#### **Conges Annules** *July/August*

This is likely one of the best festivals for emerging acts to break into the Luxembourgish music market. Rotondes’ Congés Annulés festival has always been one of the best reasons to stay in Luxembourg when the heat of the summer kicks in and incorporates a month’s long programme of concerts, showcases, DJ sets, and screenings within the rock, electro, indie, pop space.

**Capacity:** 250 ppl per show. Upwards of 50 musical acts booked.

### **Luxembourg Open Air (LOA Festival)**

Musical style/objective/characteristics: The Luxembourg Open Air Festival or “LOA” is a festival exclusively dedicated to electronic music taking place in both Kirchberg (Luxembourg City) and Esch Belval. The festival is held across two days, with the opening festival in May and the closing in September.

### **Blues'n Jazz Rallye** *July*

Year after year, the Blues'n Jazz Rallye attracts thousands of music lovers for an eclectic mix of the best in blues, jazz, and electronic music, among a variety of other genres. Against the backdrop of the impressive UNESCO World Heritage site, bands and artists take over venues and bars across the entire lower town of Clausen, Grund and Pfaffenthal.

### **Out of the Crowd Festival** *May*

Since 2004, the Out Of The Crowd Festival has taken place every year at the Kulturfabrik in Esch-sur-Alzette with a focus on modern and contemporary indie music. The concept of the festival is based on music and art. Over the years the OOTC festival has been known as an evergrowing success, hosting acts such as Battles, Built To Spill, Metz, Gogo Penguin, Minus The Bear, and more.

### **Fête de la Musique** *mid-June*

After more than 20 editions, Fête de la Musique has become arguably one of the largest musical events in the country. “FDLM” offers a very diverse programme of both national and international artists (nearly 4,000 professional and amateur musicians and 18 organisers), from a variety of genres, with a cumulative audience of over 50,000 spectators. Outside of Luxembourg City itself, a number of localities offer programmes in line with the philosophy of the Fête de la Musique.

### **USINA** *June*

The USINA24 festival brings together the biggest cultural players in Luxembourg's cultural landscape on an unprecedented scale. More than a dozen key figures (promoters, bookers, venues, institutions, etc) contribute to the festival and curate the artistic programme of the two-day festival.

### **e-Lake Festival** *August*

The e-Lake Festival is an open-air festival in Echternach. It takes place every year on the second weekend of August. There are live concerts on Fridays, 12 hours of trance and techno on Saturdays and disco and fun on Sundays.

### **Francofolies d'Esch/Alzette** *June*

Starting as a French festival in La Rochelle in 1985, Francofolies has since expanded into other markets, including most recently the first ‘real’ edition in Luxembourg in the city of Esch-sur-Alzette. Recent/past artists programmed for the festival include David Guetta, DJ Snake, Angèle, and Lost Frequencies.

### **Koll An Aktioun** *May*

Marketed as “a festival for the whole family,” Koll an Aktioun festival offers diverse programming tailored for families and culture enthusiasts alike, set at the historic Musée de l’Ardoise. One can enjoy an impressive lineup of both national and international musical performances.

### **Echterlive** *July*

In July, the open-air festival Echterlive takes place in the unique historical setting of the abbey town of Echternach. Sunny summer evenings and a varied musical programme await you in the abbey courtyard. The next edition of the festival will once again have many different international and national stars in store for you.

### **The Qwest** *November*

In 2021, amid the pandemic, the two hip-hop lovers Konektis and Rockhal successfully launched The Qwest Digital Challenge on socials with the aim to unite and highlight the local hip-hop community, which has since turned into an annual festival.

## 4.2. Music Venues and Clubs

### **MORE THAN 1100 CAPACITY**

#### **Philharmonie Luxembourg**

The Philharmonie Luxembourg, also known officially as the Grande-Duchesse Joséphine-Charlotte Concert Hall (French: Salle de concerts grande-duchesse Joséphine-Charlotte, German: Konzertsaal Großherzogin Joséphine-Charlotte), is a concert hall located in the European district in the Luxembourg City quarter of Kirchberg. Opened in 2005, it now plays host to 400 performances each year.

#### **Rockhal**

Rockhal’s major assets are its 6,500-capacity concert hall and its 1,200-capacity club, along with its attached creative hub and music incubator, for use by local artists. It caters for any style you can think of!

#### **Den Atelier**

Luxembourg’s top club and an essential European tour stop for any band who are even slightly well known. From Moby to Faith No More, they’ve all played here and they’ll all be back!

#### **LUXEXPO THE BOX**

Luxexpo, a meeting platform dedicated to its visitors, hosts a wide range of regional, national and international events and concerts throughout the year from mostly known/renowned artists.

#### **Centre National Sportif et Culturel d'Coque**

In addition to its function as a national sports centre, the Coque also provides facilities for major sporting and cultural events, concerts and conferences. The 4.300 square metre “Arena” offers room for 8.000 people

---

## **BETWEEN 200 AND 1100 CAPACITY**

### **Kulturfabrik**

Kulturfabrik books more specialist acts; it is the place for discerning music fans who are never shy of discovering something new.

### **Rotondes**

Rotondes is smaller and books a wide variety of acts, which will delight lovers of alternative music.

### **opderschmelz**

Located in Dudelange, opderschmelz is a cultural centre that has become the place to be for the region's music lovers! It has a very strong folk, jazz and blues flavour.

### **neimënster**

The Centre Culturel de Rencontre Abbaye de Neumünster is located in the Grund district, in the heart of the old town of Luxembourg, which is a UNESCO World Heritage Site. Its purpose is to strengthen Luxembourg's cultural identity and promote intercultural dialogue. The abbey offers a programme of concerts, summer festivals, plays and artists-in-residence as well as a range of free exhibitions that are open daily.

### **TRIFOLION**

The cultural, touristic and congress centre of the City of Echternach, home of the European Union Baroque Orchestra (EUBO) and a regional music school.

### **CAPE**

Found in the town of Ettelbruck, CaPe (Centre des arts pluriels Ed Juncker) is one of the most important cultural venues in the Grand Duchy. It features classical music, operetta, jazz, and musicals, as well as theatre, cabaret and films. One of the highlights of its programming is the offer directed at young audiences.

### **Melusina**

Melusina has been an integral part of Luxembourg's nightclub culture since 1984. Located at the opposite side of the Mousel brewery, the club has always been a popular spot in the old town of the capital known as Clausen.

## **200 OR LESS CAPACITY**

### **De Gudde Wëllen**

Gudde Wëllen "culture club" has developed as one of the best entry points for any artist/band looking to get their start performing in Luxembourg. Programming primarily amplified music in the indie/alternative/electronic/hip-hop vein (with an even wider variety of genres), the small club on the first floor (90-100 people) hosts concerts from emerging national and international groups.

### Aalt Stadhaus

In Differdange, this is where it's all happening! Aalt Stadhaus is an intimate venue (200 capacity) that books an extraordinary array of diverse acts.

### Liquid

Liquid is a well-known bar with a relaxing atmosphere that offers regular and very popular jazz and blues concerts. This little venue is key in supporting the local scene & talents as well as international artists.

### Rocas

The most commonly played music genre is the blues, but also other genres such as Hard rock, punk, metal etc. are welcome. For the organisation of the concerts, Rocas often works with collectives like Grape Sound or Uphill booking together.

### Rock Box

More of a rock bar than, say, a bona fide music venue, Rock Box revives the flame of rock music and is an essential place for night owls in Luxembourg and the Greater Region.

### Flying Dutchman

Historic nightclub in the Grand Duchy, the Flying Dutchman has built a reputation both at the national as well as in the Greater Region as a place for outings and concerts. The venue is committed to the national scene and guarantees regular musical programming, offering a venue for performances of young groups, as well as established artists.

## 4.3. Promoters and Booking Agents

### A-Promotions

The concert promotions arm of Luxembourgish venue den Atelier, A-Promotions organises some of the country's biggest events, inviting some of the biggest names in music from around the world. A-Promotions' events/festivals include the likes of Siren's Call Festival, LUXEXPO Open Air Summer Concert Series, USINA, and recently announced an off-broadway run of Les Misérables at the Rockhal.

### Konektis Entertainment

Konektis Entertainment works with some of the most renowned event partners in the Grand Duchy, offering a well-established network. Next to curating line-ups and managing event productions, they create their own event promotions, such as showcases, concept shows & events, headline concerts and swap shows always with the goal of promoting musical talent.

### De Gudde Wëllen

Aside from being one of Luxembourg's most beloved concert venues and "culture clubs," the organisers of Gudde Wëllen also programme DJ nights on Friday and Saturday(s) and have been programming, since 2021 the Gudde Wëllen Open Air Festival in June along with a curated stage at the Blues'n Jazz Rallye in July, among others.

## Lauter Unfug

Founded in 2013, the initial role of the Lauter Unfug collective was the organisation and promotion of events in the field of electronic music, among others, the Lost Paradise Festival and the Pic-Nic Electronic Festival. In September 2015, the creation of a record label of the same name was a logical consequence of the commitment of the members of the association.

## Lagerkultur

LAGERKULTUR is a multidisciplinary project which aims to create a progressive music scene in Luxembourg by promoting alternative electronic music. The project consists of organising events on different sites – sometimes unknown – and bringing people together in a demanding artistic environment. The collective also seeks to include multiple art forms in its activities in order to provide a creative platform for artists of all stripes.

### 4.4. Organising a Tour or Gig

Depending on the artist's demand and stage of their career, booking a show in Luxembourg can happen in many different ways. Most established (or even emerging) international touring artists will already have a booking agency or promoter who is actively looking at the Luxembourgish market as a stopover (normally between shows in Brussels, Paris, or Frankfurt).

*“Best is if you are part of a booking agency with an interesting roster,” says Georges Goerens, a Luxembourgish artist and one of the Kulturfabrik programming coordinators. “We would need to see arguments as to why it can work for the Luxembourgish market. Is there any buzz hype already occurring in the neighbouring countries (i.e you’re already playing medium clubs in Paris or Brussels)?”*

For those regional or even international artists who don't yet have an agency to pitch themselves for a gig, most of the live sector suggests contacting the smaller venues, for example, [De Güdde Wellen](#), and making sure they have their press-material, tech-rider and hospitality rider up to date and ready to send to the promoters and venues who book local shows. Overall, successful international touring requires careful planning, collaboration with local partners, and a strategic approach to promotion and logistics.

*“Most of the local bookers or promoters in Luxembourg know the whole territory very well” says David Galassi, Co-Founder of booking agency (and local promoters), [Konektis Entertainment](#). “Collaborating or organising swap shows with local artists and musicians [is quite common and] can provide opportunities for networking, cross-promotion, and enhancing the overall experience for audiences. Having a good PR agency on board, or at least contacting local media, can also be very helpful to promote your show, even if it can be quite hard to find in Luxembourg, as the market is so small.”*

Like many markets around the world, there's also a specific identity with each venue that needs to be accounted for in Luxembourg. Generally speaking, there's a home for just about every kind of music, though one must take note of the general programming before making first contact with each venue. For example, **Rotondes** leans more indie, experimental,



alternative, while **den Atelier** and **Rockhal** are more commercial. **Kulturfabrik** on the other hand programmes just about everything but mainstream music.

Given the small size, most of the music industry in Luxembourg is generally in regular contact with each other, so one is generally one person away from making the connections needed to enter the market. “The cool thing about Luxembourg is how interconnected we are, and there’s a good deal of communication between venues,” Georges Goerens also mentioned. “You can also contact institutions like Kultur | lx, Rocklab, or other similar organisations that can guide you to the right partners for your project,” suggested David Galassi.

For those who are looking to branch directly outside of the borders of Luxembourg into the surrounding/general Greater Region (or “Grand Region” in French), options are a bit more limited in terms of the number and quality of venues. That said, touring artists could first consider markets like Saarbrücken, Germany (with an urban population of roughly 330 000), Metz, France (285 000), or Liège, Belgium (195 000). As far as the Greater Region is concerned, according to Georges Goerens, “there’s no communication or link within the territory between venues and promoters. The region, for now, exists more within the politicians' minds, however, that link is trying to be developed more.”

Some of the more notable institutional actors in the Greater Region to consider in learning more include :

#### **Wallonie-Bruxelles Musiques** *Belgium*

Wallonie-Bruxelles Musiques (WBM) is a public service agency specialising in export support for the music sector of the Wallonia-Brussels Federation (Belgium).

#### **pop rlp** *Koblenz, Germany*

pop rlp is the umbrella brand for the promotion and continuous improvement of the framework conditions for pop music culture in Rhineland-Palatinate. The sponsor of pop rlp is the Rock & Pop Association in Rhineland-Palatinate, a registered association based in Koblenz.

#### **PopRat Saarland** *Germany*

An association of pop culture actors from all pop culture genres, organisers and actors in the event industry who carry out pop and event culture work on a national and international level from Saarland and are committed to networking and promoting Saarland pop and event culture scene.

#### **The Grand Est**

Between Paris, Brussels, Luxembourg, Frankfurt, Stuttgart, Basel and Lyon, the Grand Est is an attractive cultural region, the founding land of the European community and open to trade. It supports local projects and deploys real engineering, particularly for live performance and film via its Grand Est cultural agency. It defends an ambitious policy for the creative industries and more particularly for cinema and audiovisual. It also supports the national and European promotion of artistic creation.

---

## 5. Recorded Music Sector

Luxembourg has no major record labels or distributors in the country, and even those labels that exist, are still rather small or independent, some with distribution deals beyond the borders. This lack of a strong industry footing is why music export has naturally become such a defining part of the country's national funding policies. Most Luxembourgish artists seek label and distribution deals abroad, typically starting with companies based in Germany, France, Belgium, and the UK. The majority, however, are self-released and operate independently.

With that said, more and more efforts are being made to build up the professional sector with a few notable companies coming out of the fold in the last few years. [BEAST Records](#), for example, is currently the leading music label when it comes to modern pop and urban music. With an ever-growing music catalogue, containing mostly original songs from Luxembourg's most talented artists, BEAST announced their distribution partnership with ADA Benelux (Warner Music) in 2022 and became among the first Luxembourgish companies to secure such a deal. Beast also offers production, management, licensing/sync and publishing services.

In the Hip-Hop sector, label and promoter De Läbbel, founded in 2012 by David Galassi as a Luxembourgish collective, is dedicated entirely to urban music. The collective has supported, at its level, the national hip-hop scene from total amateurism to the beginning of professionalisation ([read more](#) - FR). Also with a notable success story is producer-duo Magestick Records, who've managed to secure USA Gold status and over a quarter of a million followers on their YouTube channel, making instrumental hip-hop/urban beats. At the end of July 2020, Magestick signed a publishing contract with Sony/ATV Music Publishing.

On the post-rock/indie side of the musical spectrum, TWO STEPS TWICE, founded by Luxembourgish guitarist Tun Bieber, is a post-genre music and creative company telling both musical and visual stories. Although rooted in indie music, the label aims at forming an eclectic roster of modern, emotional and energetic artists, recently signing international artists/bands like Reveal Party (DK), DAS RADIAL (LU/DE), and Easy Easy (DE).

Those international artists looking to distribute their music in Luxembourg can already do so within the framework of their current label or distribution deal, as most active listeners/fans in Luxembourg already utilise globally popular DSP platforms like Spotify, Apple Music, Deezer, and a variety of social media tools as outlined below.

### 5.1 Record Labels

#### [BEAST Records](#)

With an ever-growing music catalogue, containing mostly original songs from Luxembourg's most talented artists, BEAST RECORDS is currently the leading music label when it comes to modern pop and urban music. They offer production, management, licensing/sync and publishing services and have established a tight and professional network. As a pioneering entity, the goal is to re-invent the very small existing music industry in Luxembourg by

---

developing the young talents the country has to offer and providing them with innovative and professional career opportunities.

### **De Läbbel**

De Läbbel a.s.b.l. was founded in 2012 with the aim to create a local platform to support urban music, especially Hip Hop. Since then, they have supervised numerous music projects, including for artists such as Corbi (from De Läb), Maka MC, or more recently Nicool, Maz and De Läb naturally. To date, De Läbbel has organised or been involved in the promotion of about a hundred concerts since its creation and has brought in urban music legends.

### **Magestick**

Magestick Records, founded by the 30-year-old music producers, André & David, mostly produces Hip Hop and Rnb Instrumentals which are offered for sale on their website. Embarking on a production career in 2013, they are known for their successful online beat catalogue on YouTube. Magestick Records has over 250,000 subscribers and is the biggest channel in Luxembourg. In 2020 André & David signed a publishing deal with SONY ATV Music Publishing Germany.

### **TWO STEPS TWICE**

TWO STEPS TWICE is a post-genre music company telling both musical and visual stories. Although rooted in indie music, the label aims to form an eclectic roster of modern, emotional and energetic artists. TWO STEPS TWICE is also a team of project managers, and visual and musical artists working with and for each other.

## **5.2 Record Shops**

### **CD Buttek Beim Palais**

This little old store is a temple to music of all kinds of vinyl (classical, disco, rock, hard, hip-hop), situated just across from the Grand Ducal Palace. It's one of Luxembourg's only suppliers of vinyl records!

### **Vinyl Harvest**

Record store located in Esch-sur-Alzette. Jazz, soul, funk, hiphop, electronic music from ambient to experimental, from house to techno & more. New second hand vinyl.

### **Le réservoir**

Independent store located in the centre of Luxembourg since 2006, specialising in the sale of video games, films, music, comics, mangas and figurines. The store also sells a variety of vinyl records.

---

# 6. Music Publishing & Synch Sector

## 6.1. Music Publishing Industry

The Luxembourgish publishing sector is virtually non-existent, with the majority of artists choosing to either self-publish or seek alternatives abroad (primarily in Germany and France). There are no direct publishing figures from the country for now, with only a few active publishers nationally. One of the newer actors and experts in the publishing space is Elvis Duarte and his company [BEAST Entertainment](#). Elvis now manages and publishes buzzworthy home-grown talent of different genres, notably electronic producer NOSI, electronic producer Mudaze, pop electro Artist CHAiLD and alternative R&B singer and performer EDSUN, who are all starting to gain international attention. With the aim of exposing the Luxembourgish music scene, Elvis is currently expanding his artists' reach across the borders and has already signed new artists in publishing.

## 6.2. Collective Management of Copyright

In Luxembourg, it is by joining the SACEM Luxembourg that authors and composers protect their works, once they are:

- Either a commercial recording on CD, DVD or any other multimedia support system;
- Either performed during a concert;
- Either broadcasted over the radio, on television or over the Internet;

SACEM does not only ensure legal protection but also the perception and distribution of the royalties for the public distribution of works (radio, TV, concerts, shows as well as the reproduction on CD, DVD, CD-ROM, etc) or on any other hard drive support (USB, multimedia reader, SD card, etc). All the registered works, memberships and accounts are managed daily in their computer database, just as well for Luxembourg, as for foreign countries.

SACEM represents more than 176,150 members, including 1200 Luxembourgish members and has a repertoire of over 62 million works worldwide.

*\*\*It's worth mentioning however, that in Luxembourg, there is no domestic CMO for neighbouring rights but those musicians who are interested in this field adhere often to a neighbouring rights CMO in their main markets (i.e. France, Germany, Belgium, The Netherlands).*

More info on becoming a member can be found [here](#).

---

### 6.3. A Brief Overview of the Synch Sector

Co-produced Luxembourgish and international productions have been paid off with a string of successes and rewards at national and international levels for decades. These success stories are largely attributable to the commitment of the [Film Fund Luxembourg](#), a public institution that aims to develop audiovisual production in Luxembourg under the supervision of the Ministry of Culture. It plays different roles: promoting cinema and audiovisual productions as well as encouraging the production, co-production and distribution of cinematographic works.

Despite the size and success of the Luxembourgish film industry, there's very little cohesion when it comes to synch. Most deals to licence music are done by direct reach-out by the film directors themselves, according to Mike Butcher of Tritone Studios. *"There's a lack of a professional sync industry in Luxembourg but a huge film industry."* A full industry guide can be found on the film fund website, [here](#).

# 7. Media and PR

Luxembourg’s diverse linguistic situation is characterised by the legal recognition and practice of three languages – Luxembourgish, French and German – alongside other languages spoken by a multicultural population. The multiplicity of nationalities and cultural diversity present in Luxembourg means that there are many different media, and with that different audience demographics, to consider when approaching the market.

## 7.1. Social Media

The Luxembourgish people are rather active on the usual social media platforms. Facebook far outweighs the majority of platforms, with a market share of almost 65% ([StatCounter, 2024](#)). Instagram, YouTube, TikTok and Pinterest are also rather popular and are used by at least 25% of the population, while Reddit has proven to be a rising star on the scene, especially for reaching those more die-hard fans looking to attend live events (check out r/Luxembourg: Official Subreddit for the Grand Duchy of Luxembourg).

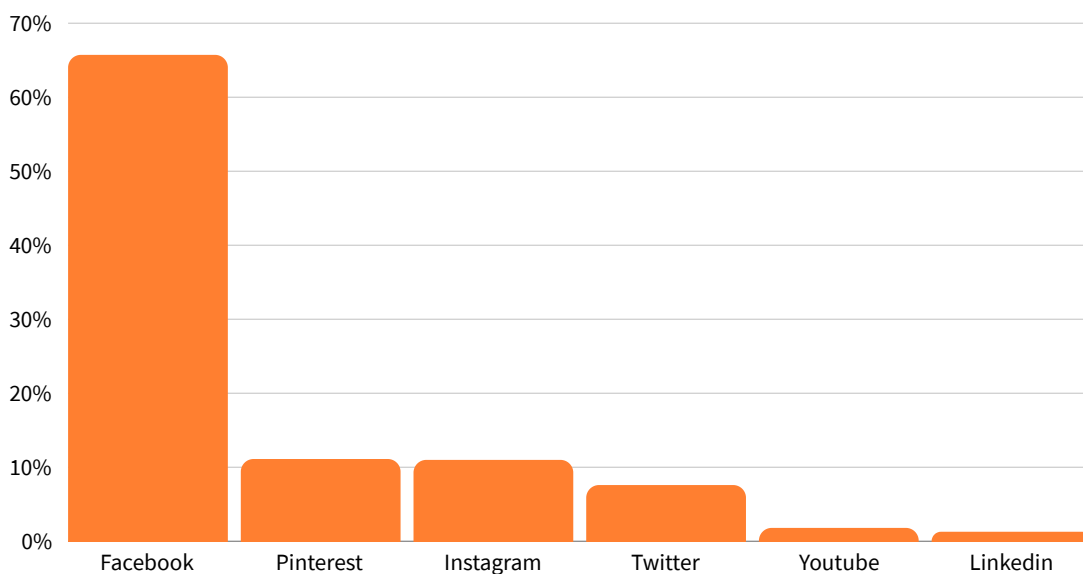


Figure 2. Social media stats for Luxembourg (as of February 2024). Source: [StatCounter, 2024](#)

## 7.2. Written Media – Print and Online

According to a [report](#) from the government's Information and Press Service (SIP), “Luxembourgers are avid readers. More than two-thirds regularly read one or several newspapers and 57% do so on a daily basis. These figures are comparable when it comes to magazines - more than 71% read magazines and 52% do so weekly. Luxembourg boasts no fewer than five national paid daily newspapers, published in the morning and sold primarily via subscription.” Again, the multiplicity of nationalities present in Luxembourg means that there are many different media for each community.

Although there are many independent smaller music online portals, a lot of them are becoming less active or shutting down, as it is hard to keep them profitable and/or financed. Some of the bigger online portals are owned and funded by companies and organisations that have other incomes (glazba.hr - Croatian Composers' Society; Mixmag Adria - international MixMag magazine; cmc.com.hr - CMC TV / Croatia Records). Other independent portals need to mostly rely on advertising to stay sustainable or be predominantly volunteer-based. Advertising policies can sometimes influence the type of content that is able to be featured on some of the most popular music portals. However, if there is a budget for promoting an event or release on such portals, it might be worth promoting music there.

Because of financial conditions, it can be challenging for smaller music portals to regularly produce and write original content, so they are often based on publishing PR texts and other types of announcements of musical events (less

- **RTL.lu** (*Luxembourgish*)
  - RTL.lu, the leading national internet media in the country, is part of RTL Group, the top of the leading media in Luxembourg with roughly 75% of the Luxembourg population affected by its broadcasts. It is the historic player in television and radio in Luxembourg and across Europe.
- **Revue** (*German*)
  - Revue was established in 1945. The magazine provides news on TV programs and aims to be the mirror of the country with numerous sections anchored in the national heritage.
- **RTL Today** (*English*)
  - Groupe RTL is the leading media company in Luxembourg, reaching 76.2% of the population. RTL is Luxembourg's historic television and radio broadcaster.
- **Woxx** (*German, French*)
  - Woxx has a readership of 10,800 and aims to be "the other weekly". Its publications are in Luxembourgish, French and German. It appears on newsstands every Friday.
- **Paperjam** (*French*)
  - Paperjam has 58,100 readers in Luxembourg. This "Business zu Lëtzebuerg" magazine is the reference for economic and financial information in Luxembourg.
- **Delano** (*English*)
  - Delano is the magazine for Luxembourg's international English-speaking community. The magazine covers politics, business and lifestyle with 10,000 copies in 11 annual editions. Delano also exists in an electronic version
- **Luxemburger Wort** (*German, French*)
  - One of the most popular daily newspapers in Luxembourg, with over 137,000 readers, i.e. 25.7% of the population. Luxemburger Wort has been published since 1848 by the Saint-Paul Group, covering all Luxembourg and international news.

- **Le Quotidien** (*French*)
  - Le Quotidien has been read by 20,000 readers every day since 2001. It is distributed throughout Luxembourg and covers current affairs in Luxembourg and the Greater Region.
- **L'Essentiel** (*French*)
  - With its over 100k daily readers, l'Essentiel covers 19.6% of the population. Distributed free of charge, it contains all the essential news from Luxembourg and abroad in French. L'Essentiel also offers FM radio.
- **Tageblatt** (*German*)
  - A newspaper with a socialist leaning that was founded in 1913, has a daily distribution of around 18,000 copies and a market penetration of 13.3%, especially in the south of the country.
- **d'Lëtzebuenger Land** (*French, German*)
  - d'Lëtzebuenger Land was established in 195 and was created as a liberal weekly newspaper as a targeted response to the party newspapers' monopoly on public opinion (the Luxemburger Wort and Tageblatt), and the disappearance of a liberal press.
- **Lëtzebuenger Journal** (*German, French, English*)
  - First published on 5 April 1948, the 'Journal' is a digital magazine publishing journalistic content that promotes critical thinking and democratic debate.
- **Bold Magazine** (*French*)
  - A leading urban and lifestyle media in Luxembourg and the Greater Region. Bold is composed of five sections combining News, Culture, Trends, Exploration and True Life.
- **Contacto** (*Portuguese*)
  - Contacto ('Contact') is a Portuguese language weekly tabloid newspaper in Luxembourg, founded in 1970. The paper caters to the large Lusophone community in Luxembourg, primarily Portuguese and Cape Verdean Luxembourgers.
- **Culture.lu** (*French*)
  - Initiated by the Ministry of Culture, CULTURE.LU's mission consists of encouraging, promoting and disseminating artistic and cultural creation in Luxembourg and making it more accessible to the general public. CULTURE.LU is operated by the l'Agence luxembourgeoise d'action culturelle (ALAC) Asbl.
- **Femmes magazine** (*French*)
  - Femmes Magazine is the only Luxembourg women's monthly magazine. On the one hand, essential women's sections (fashion, beauty, shopping, etc.), on the other hand, relevant national information concerning key subjects (culture, society, practical life, world of work, etc.).



- **Janette magazine** (*French*)
  - A monthly magazine geared towards Women, Janette Magazine is also a blog, newsletter, podcast, and events guide, among others. Categories include Fashion & Beauty, Decoration & Food, Well-Being, and Culture.
- **Pizzicato** (*German, English*)
  - Pizzicato is a blog/journal devoted to classical music, published in Luxembourg. It contains news, features and interviews as well as CD and DVD reviews. It was founded in 1991 by the Luxembourgish journalist Remy Franck. The magazine is a member in the Jury of the International Classical Music Awards, ICMA.
- **Télécran** (*German, French*)
  - Télécran is a weekly magazine and program guide, first published in 1978. The name of the magazine is a combination of the two French words “Télévision” (television) and “écran” (screen).
- **Virgule.lu** (*French*)
  - Virgule is Mediahuis Luxembourg's new portal is aimed specifically at French-speaking readers in Luxembourg and the Greater Region. The editorial staff of Virgule.lu offers its readers, residents and cross-border workers, content close to their daily concerns, while taking a different look at local, national and international news.

### 7.3. Radio

Luxembourg’s audiovisual landscape was for a long time characterised by a situation of private monopoly from the 1920s until 1991, when a law authorised the liberalisation of the airwaves. The first radio broadcasts in the world, if not Europe, were produced in Luxembourg from 1924 through what eventually became RTL Group. Its programmes were re-transmitted across Europe from 1933 onwards, broadcasting in French, German and English on long wave.

On the less commercial side of the radio spectrum, Luxembourg’s EBU station, Radio 100.7 (which began broadcasting in 1993), is known for its eclectic music programming. As an EBU affiliate station, Radio 100.7 is involved in the programming of (Luxembourgish) talent at the annual Eurosonic Noorderslag (ESNS) every January in Groningen, NL. Luxembourgish artists make up roughly 10% of the broadcast time. Furthermore, special music programmes are programmed throughout the day with a wide range of genres.

Today, radio in Luxembourg still remains one of the most important mediums for reaching a national audience. There’s a variety of stations for each music taste and demographic, as outlined below.

- **RTL**
  - One of the pioneers in radio worldwide, dating back to the 1920’s. RTL is still an integral part of the Luxembourgish media and has more recently developed its own streaming service.

- **100,7**
  - Luxembourg's main (only) EBU partner, Eclectic variety of genres
  - DJs/Hosts speak in Luxembourgish
- **ELDO Radio**
  - Pop/Top 40 Radio Formatted
  - DJs/Hosts speak in Luxembourgish
- **L'essentiel**
  - Hit/Pop Radio + News
  - French speaking
- **ARA City Radio**
  - The only English-speaking radio station in Luxembourg
  - A community radio station that airs a variety mix/multi-genres
- **Radio Latina**
  - Catering to the Portuguese population (roughly 1 / 6th of the population or 100,000 people)

#### 7.4. Television

Like radio, television was for a long time restricted to one broadcasting house, RTL, which produced its first programmes in 1955. [RTL Group](#) ("Radio Télévision Luxembourg") is a Luxembourg-based international media conglomerate, with another corporate centre in Cologne, North Rhine-Westphalia, Germany. The company operates 56 television channels and 36 radio stations in Germany, France and other European countries.

RTL also offers national content productions and a range of digital services. Important segments of RTL Group are RTL Deutschland, Groupe M6 and Fremantle. [RTL Télé Lëtzebuerg](#) is the main television channel in Luxembourg, broadcasting in Luxembourgish. In 2020, RTL also launched their own streaming service, "RTL Play," offering a wide range of TV, radio, children's shows, and podcasts in a variety of languages.

Outside of RTL, according to the [Luxembourg Government's Department of Media](#), Connectivity and Digital Policy, *"due to the widespread presence of cable since the 1970s, citizens have been able to access a multitude of television programmes. Receiving public channels from the three neighbouring countries, residents had access to ten public channels during this period. At that time, 95% of households in Luxembourg lived in localities connected to cable TV (Department of Media, 2023)."* The number of channels available to Luxembourg residents has expanded to well beyond 80 channels today.

These days, Luxembourg's multilingual demographic have also been able to receive television via an Internet connection. Households can therefore choose between cable, satellite, terrestrial broadcasting and the Internet to receive a full range of television programs. This requires content providers to offer a wide range of language options to cater to the different

communities across the country. It's important to note that, while there aren't many Luxembourgish-based television companies, most service providers offer a wide range of international stations including [TF1](#) (FR), [ARTE](#) (FR), [NDR](#) (DE), [Eldo TV](#) (LU), BBC (UK), CNN (USA), and more.

## 7.5. Developing a Marketing and PR Strategy

The Luxembourgish media landscape offers both local and international professionals easy access to the press as well as radio and television channels from neighbouring countries. Despite the small size of the country, the national media supply reveals a true wealth of resources. [As outlined here](#) by the Information and Press Service of the Luxembourg Government, “*Luxembourg’s linguistic situation is characterised by the legal recognition and practice of three languages – Luxembourgish, French and German – alongside other languages spoken by a multicultural population like English and Portuguese* (Information and Press Service of the Luxembourg Government, 2013).” This variation of languages and cultures allows artists a diverse demographic to reach with their music and promotional initiatives.

Programmers at the local level are constantly looking for new music from both Luxembourgish and international artists alike and are often more inclined to give honest and prompt feedback, which can be incredibly helpful in determining whether or not it makes sense to tackle the Luxembourgish market. Additionally, listenership also looks to their local stations as experienced curators who will consistently turn them on to new music. In the streaming era, one spin at local radio can legitimately bring in new fans who can immediately investigate an artist’s catalogue, follow them on their preferred platform, and attend local shows.

According to local artist Georges Goerens (Bartleby Delicate, Seed To Tree, ENGLBRT), “*most international artists with gigs in the country, and who are looking to target Luxembourgish media for interviews and/or sessions, will very likely be contacted directly by the media (often times via the venues/promoters themselves).*” If an artist wishes to be a bit more proactive, most of the media are rather open to receiving such requests. Local media (blogs, radio, TV, etc) that would be initially ideal to foster relationships during an album campaign (or ahead of a Luxembourgish concert/festival date) would be :

- 100,7
- RTL
- Eldorado
- L’essentiel
- Radio Latina
- Bold Magazine

Outside of traditional media, the Luxembourgish people are rather active on the usual social media platforms. Facebook far outweighs the majority of platforms, with a market share of almost 65% ([StatCounter, 2024](#)). Instagram, YouTube, and Pinterest are also rather popular and are used by 25% of the population, while Reddit has proven to be a rising star on the scene,

---

especially for reaching those more die-hard fans looking to attend live events (check out [r/Luxembourg: Official Subreddit for the Grand Duchy of Luxembourg](#)).

Physical/street marketing in the country is also rather limited, with close to no billboards existing. Those places where marketing concert events/posters via bus stops or outside of venues are generally expensive and only generally used for the biggest events/festivals by the concert promoters themselves.

One final (and in some ways the most effective) way to reach the Luxembourgish market is through direct-to-fan or B2B connections with the local sector. Luxembourgish artists have become increasingly more and more popular nationally (and recognised internationally), so earning their trust — whether that's through swap shows, featured performances on local recordings, or consistently playing local festivals or venues — is one of the best ways to build your fanbase here.

---

# References

**Department of Media, Connectivity and Digital Policy - Luxembourg Government (2023).**

*Television.* Available at: <https://smc.gouvernement.lu/en/medias-new/medias-ue/television.html>

**European Festivals Association (2018).** *The Ultimate Cookbook for Cultural Managers.*

Available online at: [https://www.efa-aef.eu/media/6206-rise\\_visa\\_digital\\_june-2018\\_02-final-version.pdf](https://www.efa-aef.eu/media/6206-rise_visa_digital_june-2018_02-final-version.pdf)

**Guichet.lu (2024).** *Benefits during periods of inactivity as an intermittent worker in the entertainment industry.* Ministry of Culture. Available at:

<https://guichet.public.lu/en/citoyens/loisirs/culture/statut-artiste/intermittent-spectacle.html>

**Information and Press Service of the Luxembourg Government (2013).** *'About... the media in Luxembourg.'*

Available at: [https://sip.gouvernement.lu/dam-assets/publications/brochure-livre/minist-etat/sip/brochure/a-propos/A\\_propos\\_Medias/A\\_propos\\_Medias-EN.pdf](https://sip.gouvernement.lu/dam-assets/publications/brochure-livre/minist-etat/sip/brochure/a-propos/A_propos_Medias/A_propos_Medias-EN.pdf)

**L'Institut de la Propriété Intellectuelle Luxembourg (IPIL) (2024).** *PROPRIÉTÉ LITTÉRAIRE ET ARTISTIQUE.*

Available at: <https://ipil.lu/fr/s-informer/propriete-litteraire-et-artistique/>

**Luxembourg Let's Make It Happen (2023).** *AN OPEN AND COSMOPOLITAN SOCIETY FIND OUT MORE ABOUT THE COMPOSITION OF LUXEMBOURG'S POPULATION.*

Available at: <https://luxembourg.public.lu/en/invest/competitiveness/portrait-luxembourg-economy.html>

**Luxoday.lu (2023).** *Climate and weather in Luxembourg.* Available at:

<https://luxtoday.lu/en/knowledge/the-climate-in-luxembourg>

**RTL Today (2024).** *Luxembourg and music venues.* Available at:

<https://today.rtl.lu/luxembourg-insider/knowledge-bites/a/1241183.html>

**StatCounter (2024).** *Social Media Stats Luxembourg.* Available at:

<https://gs.statcounter.com/social-media-stats/all/luxembourg>

**Statistiques.lu (2024).** *Website.* Available at: <https://statistiques.public.lu/fr.html>

<https://statistiques.public.lu/en/publications/series/infographie/2023/infographie-05-23.html>

**Statistiques.lu (2023).** *Infographic 05/23 - Internet use among 16-24 year olds.* Available at:

<https://statistiques.public.lu/en/publications/series/infographie/2023/infographie-05-23.html>

**Statista (2024).** *Music Events - Luxembourg.* Available at:

<https://www.statista.com/outlook/dmo/eservices/event-tickets/music-events/luxembourg>

**The Luxembourg Government | Ministry of Culture (2024).** *The Ministry.* Available at:

<https://mcult.gouvernement.lu/en/Organisation.html>