

## Popkomm 2010 Branches

### 1 Artists

- 1.01 Musician / DJ
- 1.02 Band / Orchestra
- 1.03 Producer
- 1.04 Other

### 2 Label

- 2.01 Pop
- 2.02 Rock/Alternative
- 2.03 Hard'n'Heavy/Metal
- 2.04 Electronic/Dance/Breaks
- 2.05 Country/Folk/Blues
- 2.06 Jazz
- 2.07 Classical Music
- 2.08 World/Traditional
- 2.09 Urban/Hip Hop/R'n'B
- 2.10 Reggae/Dancehall/Soca
- 2.11 Latin
- 2.12 Volksmusik/Schlager
- 2.13 Kids Entertainment
- 2.14 Other

### 3 Publisher

- 3.01 Pop
- 3.02 Rock/Alternative
- 3.03 Hard'n'Heavy/Metal
- 3.04 Electronic/Dance/Breaks
- 3.05 Country/Folk/Blues
- 3.06 Jazz
- 3.07 Classical Music
- 3.08 World/Traditional
- 3.09 Urban/Hip Hop/R'n'B
- 3.10 Reggae/Dancehall/Soca
- 3.11 Latin
- 3.12 Volksmusik/Schlager
- 3.13 Kids Entertainment
- 3.14 Other

### 4 Publisher, Word

- 4.01 Book / Audio Book
- 4.02 Magazine/Newspaper
- 4.03 New Media

### 5 Publisher, Other

- 5.01 Licensing / Royalties Service Provider
- 5.02 Other

### 6 Major

- 6.01 Holding
- 6.02 Label Division National
- 6.03 Label Division International
- 6.04 Marketing Division National
- 6.05 Marketing Division Internat.
- 6.06 Other National Division
- 6.07 Other International Division

### 7 Live

- 7.01 Artist Management
- 7.02 Booking Agent
- 7.03 Concert Promoter
- 7.04 Festival Promoter
- 7.05 Venue / Operator Indoor
- 7.06 Venue / Operator Open Air
- 7.07 Logistic
- 7.08 Event Technology
- 7.09 Other

### 8 Production/Content

- 8.01 TV/Radio
- 8.02 Video/DVD
- 8.03 Graphic / Design
- 8.04 Streaming/Podcast
- 8.05 New Media / Web Design

### 9 Studio

- 9.01 Recording
- 9.02 Mastering
- 9.03 TV/Video/Radio

### 10 Post Production

- 10.01 Audio Software Production
- 10.02 Video Software Production
- 10.03 Pressing Plant

### 11 Hardware Production

- 11.01 Storage Medium
- 11.02 Hardware Production
- 11.03 Packaging

### 12 Distribution

- 12.01 CD
- 12.02 DVD/Video
- 12.03 Vinyl
- 12.04 Merchandising
- 12.05 Online
- 12.06 Audio Books

### 13 Online

- 13.01 Download Platform
- 13.02 Online Community
- 13.03 P2P Network

### 14 Trade

- 14.01 Retail
- 14.02 Chain
- 14.03 Wholesale

### 15 Merchandising

- 15.01 Manufacturer
- 15.02 Franchisee

### 16 Mobile Entertainment

- 16.01 Network Operator
- 16.02 End Devices
- 16.03 Software
- 16.04 Content
- 16.05 Cross Promotion
- 16.06 Other

### 17 Home Entertainment

- 17.01 End Devices
- 17.02 Development / Formats and Medium
- 17.03 Cross Promotion
- 17.04 Other

### 18 Creative Industries

- 18.01 Fashion
- 18.02 Movies
- 18.03 Games

### 19 Agencies

- 19.01 Synchronisation Rights
- 19.02 Aggregator
- 19.03 Promotion
- 19.04 PR / Advertising / Press
- 19.05 Sponsoring
- 19.06 Casting
- 19.07 Consulting
- 19.08 Music Supervisor
- 19.09 Financial / Accounting / Tax Full Service
- 19.10 Other

### 20 Media

- 20.01 Print B2B
- 20.02 Print B2C
- 20.03 Radio
- 20.04 TV
- 20.05 Web
- 20.06 Other

### 21 Legal

- 21.01 Solicitors
- 21.02 Other

### 22 Associations / Organisations

- 22.01 Public Organisation
- 22.02 Association
- 22.03 Export Office /Music Information Centre
- 22.04 Collecting Society
- 22.05 Copyright Society
- 22.06 Other