



BMAT x Innovation

Powered by Talent

PRESENTATION

The music industry is in bloom, and music technology is one of its main drivers of growth. The BMAT Challenges Scholarships are aimed at all those who dare to imagine the full potential of music technology as a generator of value for the entire music business – from the end consumer, to the creators and the B2B market.

BMAT CHALLENGES SCHOLARSHIPS

30
scholarships

2
rounds

€3.000
each scholarship

2021/22
academic year

TARGET CANDIDATE

Both professionals and students with professional backgrounds who want to boost their career and take on a role of responsibility within the music business – and lead its change for the better. Candidates do not need to have any previous experience in the music sector, but should have experience in a wide range of areas (such as marketing, data analytics, legal affairs, business management, project and product management, people management, communications, content creation, distribution, etc.) that could be applied and useful to the music sector.

Other attributes:

- Are a music nerd and music tech fanatic
- Have a curious mind, seeing challenges as opportunities
- Are a collaborative team player
- Are a driven self-starter
- Have a global vision

TARGET CANDIDATE

1) Having applied for admission to the Challenges module or to any of these 3 training pathways:

- [Advanced Master's in Music Business Management & Innovation](#)
- [Master's in Music Business Innovation](#)
- [Postgraduate Diploma in Music Business Innovation](#)

2) High level of English

SPECIFIC REQUIREMENTS

1) Solve [this test](#):

- This test and its contents are confidential. It is strictly forbidden to share partly or entirely its content.
- You can not ask us anything either. We will evaluate not only the results but how you face different challenges.

Instructions:

- 1) The test is only available in reading mode.
- 2) Make a copy of the document and save it as "Your Full Name _ Logic Test BMAT"
- 3) Create a link for direct access to your test resolution.
- 4) Copy the link and paste it at the beginning of the word document with the answers to the following assignment.

2) Complete this assignment

According to [this article](#) published by Midia on 15th March 2021, independent artists (so called artists direct) increased in 2020 their overall market share out of the global recorded music revenues, their gain was particularly significant in streaming music.

Given this information is right, please check [this other report](#) published by IFPI and answer these two questions:

- What is your market share forecast for artists direct in 2025 out of the total streaming music revenues.
- Why is your forecast right? Explain and provide evidence when possible.
- What do you think are the implications of your forecast for the music industry?

Instructions:

- 1) Answer these questions in a word document (2000 words limit).
- 2) Save it as a PDF document and name it "Your Full Name_Assignment BMAT".

REQUIRED DOCUMENTS

- 1) Proof of payment of the Application for Admission (100€) to the Challenges module, or to any of the 3 training pathways mentioned above.
- 2) Statement of purpose - Explain the reasons why you think you are eligible for the BMAT Challenges Scholarship (max. length: 1 page).
- 3) PDF document containing the link to the test resolution + the answers to the questions of the assignment above.

These documents must be available for download from a folder located in a file hosting platform (Dropbox, Google Drive or similar). The link to this folder must be detailed when filling the application form.

PERMISSION GRANTED

The candidate authorizes BMAT to incorporate in the human resources database all the information contained in his CV; which includes the candidate's contact, academic and professional details entered during the IMB International Music Business School admissions process.

OBLIGATIONS OF THE WINNER

- The winner gives permission for her/his name and surname to be made public, in the same way /they give their authorization so that /their voice and image can be included in any audiovisual material that can be generated and disseminated with the aim of promoting these scholarships.
- To inform BMAT of any firm employment offer received during the academic year.
- If applicable, respond to any BMAT proposal that occurs in the period from the granting of the scholarship to the end of the school year.
- To be admitted to the Challenges module (or to any master's or postgraduate training including it) before the date the winners of the scholarships are announced (see below).

ROUNDS AND DEADLINES

This call has two rounds.

The first round is aimed at students enrolling in any of these two pathways:

- [Advanced Master's in Music Business Management & Innovation](#)
- [Master's in Music Business Innovation](#)

The deadline for submitting applications for this first round is **22nd August 2021**. Winners will be announced on 25th August 2021.

The second round is aimed at students enrolling in the [Postgraduate Diploma in Music Business Innovation](#).

The deadline for submitting applications for this second round is **10th October 2021**. Winners will be announced on 15th October 2021.

How do the rounds work?

All 30 scholarships will be available for the first round. Depending on the number of winners appointed on 25th August 2021, the remaining scholarships will be available for the second round.

APPLY HERE