



PRESS RELEASE

musikmarkt GmbH & Co. KG is new member of the SOMM

Berlin 24.07.2013 The musikmarkt GmbH & Co. KG is a new member of the SOMM – Society Of Music Merchants e. V. This way, the umbrella organization of the musical instrument and music equipment industry welcomes its fifth participant from the area of Publishing/Media. This news was announced by the SOMM on Wednesday in Berlin.

With the entrance of the publisher, the musical instrument association underlines the functioning system of all interdependent enterprise forms within its orientation, and hence further expands the diversity of its membership structure. The SOMM represents the interests of companies from the areas of production, distribution, retail trade and media (publisher) from the musical instrument industry, at national and international level.

musikmarkt is a specialized magazine for the whole music industry in Germany, Austria and Switzerland. In the weekly printed issue as well as online on a daily basis, the magazine reports on the sound recording media and live entertainment industry, as well as the musical instrument sector.

About musikmarkt:

For over 50 years, musikmarkt has been a specialized magazine for the whole music industry. It provides sector-political background, analyses, as well as interviews with leading figures and decision makers. The magazine is published in Germany, Austria and Switzerland. Besides up-to-date reports from the sound recording media, live entertainment and musical instrument industry, topics related to online distribution, charts and new releases lie in the focus. www.musikmarkts.de informs about all the latest important events; the newsletter rounds out the service.

EDITORIAL WORK

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About SOMM e. V.:

The Society Of Music Merchants (SOMM) – the premier association of the musical instrument and equipment industry in Germany – represents the interests of close to 60 companies from the fields of

Verband der Musikinstrumenten-
und Musikequipmentbranche

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music instrument production, distribution, retail and media, which in turn represent about two-thirds of the German MI market.

The association represents the cultural and economic interests of the musical instrument and equipment industry on a national and European level, with the aim of strengthening the industry's competitiveness across all market sectors; helping to shape government and legal policies in accordance with the industry's requirements; defining market standards and offering services to members; promoting advanced musical training that is in keeping with the times; and amplifying active music-making and musical skills in our society.