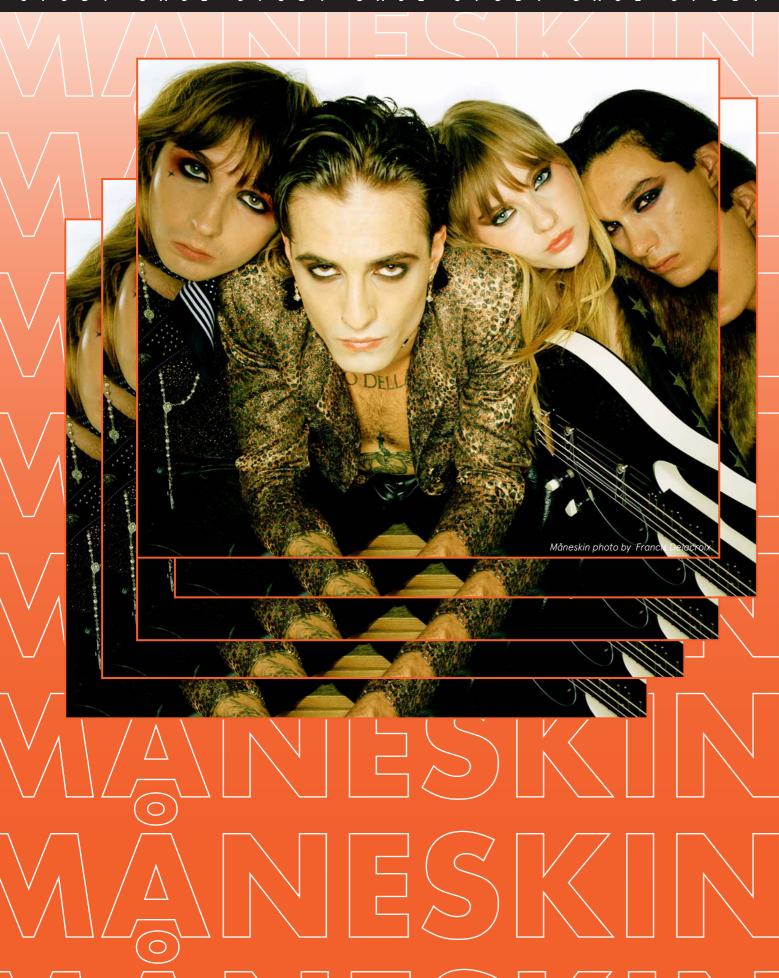
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MÅNESKIN

all the way. Elodie Bensoussan, Vice President International Entertainment explains: "We didn't care what the musical trends

Sony Music teams in all the key markets in Europe just to make sure we had the right labels, the right people ready to support us.

It is this global activation through 'people power', says Bensoussan, that truly demonstrates the fuel a label can provide to an artist's career: "Yes, we bring the financial means, and a lot of human resource, but it's also the commitment of the teams of

Andrea Rosi, President & CEO, Sony Music Entertainment Italy agrees, adding: "Every single territory was really supportive, coming up with a lot of different ideas."

Over the next two weeks, as the belief and backing of Sony Music's global network helped the streaming numbers of Zitti e Buoni climb worldwide, Bensoussan and her team began planning their next

Momentum behind the band showed no sign of slowing and in

2021 and were nominated for Best Group and Best Italian Act at the MTV European Awards, Favourite Trending Song (Beggin') at the American Music Awards 2021, and Best International Group and Best

Rosi reflects on Måneskin's ongoing success: "This is really the first time ever an Italian act has been so successful on a real global scale.

The work involved engaging a close network of Sony Music teams This is a sentiment reflected throughout the company, as such a strong look. They know what they want and they're ready to do whatever it takes - watch this space!

