

Introduction

AGATA invites you to take part in a strategic challenge: to develop innovative solutions that strengthen the export of Lithuanian music and expand its presence in international markets.

This brief outlines the context, challenge, and expected outcomes of the project. Join us in shaping the global future of Lithuanian music!

Challenge Title

How to strengthen Lithuanian music export?

Context

AGATA is a non-profit collective management organisation representing performers and phonogram producers in Lithuania, administering neighbouring rights, licensing music use, and collecting and distributing royalties. It is a well-established player in the national copyright ecosystem, adapting to digital consumption trends such as streaming while maintaining strong licensing operations. Alongside its core functions, AGATA actively contributes to cultural development through initiatives like AGATA Academy (education), the Music Fund (MLF) supporting creators, and industry events such as Muzikos Salė that promote Lithuanian music and talent.

The Challenge

The key challenge for Lithuanian music exports is the extremely low international reach—currently just about €0.27 million (0.09% of the market), far behind comparable countries like Finland (9.7%) and Denmark (10.4%), meaning exports could grow more than 100 times (to around €30+ million) if similar performance levels were achieved.

Target Audience

The most affected—and the biggest beneficiaries of a solution—are Lithuanian performers, music producers, and rights holders, whose international revenues and career opportunities are currently very limited. A stronger export ecosystem would also benefit music managers, labels, publishers, and export agencies by expanding markets and partnerships, as well as the broader creative industry (e.g. live sector, festivals, tech platforms) through increased visibility and economic activity.

What type of solution would be most useful to our organisation?

- Service model;
- Business model;
- Open to any type of solution.

Constraints & Requirements

Establish a coordinated music export structure based on the Music Finland model by attracting targeted public investment.

Possible Directions

One operating music export agency in Lithuania.

Expected Outcomes

Growth in Lithuanian music export in upcoming 5 to 10 years.