

SWISS LIVE TALENTS - ROCK4FUTURE

PRESENT

muma basel

2025 RULES & REGULATIONS

I. INTRODUCTION

SLT-R4F - SWISS LIVE TALENTS (SLT) and ROCK4FUTURE (R4F) join forces to enhance the development and promotion of contemporary music Artistss residing in Switzerland, with the goal of laying the foundation for the next generation of "new headliners."

muma basel (music marathon basel) is the name of the first major event organized by SLT & R4F in the form of a **Music Networking & Showcase Marathon**, a two day event to be held in **Basel** on **August 21st and 22nd, 2026**.

muma basel offers a networking platform to encourage exchanges between contemporary music Artistss and professionals from both the Swiss and international music scene - event organizers, club and festival programmers, booking and management agencies, publishers, labels, social media, radio-TV, studios, etc.

muma basel is setting up an international team of coaches and experts, "ICET" (International Coaches Expert Team), made up of Swiss and international event programmers.

After Swiss Artistss have registered, « ICET » will select the Artistss who will be invited to perform 30-minute showcases on one of **muma basel**'s stages in **Basel** on **August 21st and 22nd, 2026**.

For the Artistss, referred to as "Artistss", this event presents an excellent opportunity to gain visibility and recognition among both industry professionals and general public. Being nominated and performing live at **muma basel** offers a distinctive chance to achieve national and international acclaim. This exposure may lead to

Invitations to perform at prestigious festivals and clubs both in Switzerland and internationally.

Registration from **March 5th to August 31th, 2025 (midnight)**

CONDITIONS OF PARTICIPATION

I. RULES

muma basel is open to all Swiss musicians over the age of 18, and to groups of which at least half the members are Swiss residents.

Participation is limited to one entry per **"Artists"**, whether as a solo **Artists** or a group. An **"Artists"** may enter each year, provided he or she was not nominated in the previous year's selection.

The works (audio and video) presented at **muma basel** must be original (no cover versions) and produced after 2022. This means that the **"Artists"** must hold all intellectual property rights to the work presented (audio and video).

Each participant guarantees the accuracy of the information provided and undertakes to comply with the provisions of these rules.

II. REGISTRATION

Registration is done exclusively via the website '**swisslivetalents.ch**'.

No registration by email, mail, or phone will be accepted.

The **"Artists"** can submit one production (work) in the category of their choice from the options listed below.

The **"Artists"** **mx3.ch** profile must include at least:

- a live video (a key selection criteria),
- three titles (music tracks) to listen to,
- a biography,
- a photo.

At the time of registration, each **"Artists"** undertakes to be available for the **muma basel** organisation on **August 21st and 22nd, 2026**.

The **"Artists"** also agrees not to publish content that violates Swiss law or infringes upon third-party rights. In particular, the **"Artists"** must be familiar with and respect the general terms of use of the **mx3.ch** website (<https://mx3.ch/home/legal>).

Any inaccurate information will result in disqualification of the **"Artists"**.

Any incomplete application, received after the deadline, or failing to comply with these regulations will be considered invalid.

III. CATEGORIES

The "Artists" must register via **swisslivetale.ch** in one of the following categories:

1. **POP**: Pop : Indie : Folk : Songwriting
2. **ROCK**: Rock : Metal : Punk
3. **ELECTRO**: Electro : Dance
4. **URBAN**: Hip Hop : Rap : R&B

IV. PROCESS OF muma basel

muma basel takes place in four stages:

1. **Registrations**
Registrations are open from March 5, to **August 31, 2025**, at midnight, via **swisslivetale.ch**.
2. **Selection of "Nominees"**
The "ICET" (International Coaches Expert Team), composed of club and festival programmers from Switzerland and abroad, as well as members of specialized media, will select the "Artists" who will perform 30-minute live showcases in **Basel on August 21st and 22nd, 2026**.
3. **Announcement of "Nominees"**
The list of Nominated "Artists" will be officially published **early November 2025**.
4. **muma basel - Networking & Showcase Marathon**
The main objective of **muma basel** is to promote the Swiss contemporary music scene through a networking and promotional event that allows Swiss and international professionals to discover the quality and potential of talented Swiss Artists.

muma basel is organized in partnership with several cultural entities and iconic venues in the city of Basel.

V. SCHEDULE

- **March 5 - August 31, 2025 (midnight)**: Registration on swisslivetale.ch.
- **September-October 2025**: Selection and nomination of "Artists" by the "ICET." Notification of nominated "Artists" and communication to the press.

- **August 21 and 22, 2026: muma basel** – Networking & Showcase Festival in Basel. All nominated "Artists" must reserve the dates of **August 21 and 22, 2026**, to perform a 30-minute live showcase at one of **muma basel**'s partner clubs.
- **August 22, 2026**: Members of the "ICET" will participate as speakers during the panels at **muma basel**.

VI. PERFORMANCES OF NOMINATED "ARTISTSS"

The nominated "Artists" will have the opportunity to perform live for a duration of 30 minutes during one of the evenings on **August 21 and 22, 2026** at one of the partner clubs of **muma basel** in Basel.

The performances of the nominated "Artists" will not be compensated as a fee. However, each "Artists" entity (solo or group) will receive an allowance of CHF 500,- to cover travel expenses on the day of the performance.

"Artists" passes for the duration of **muma basel** will be provided to all nominated "Artists".

The reception of the "Artists", as well as aspects related to their technical rider, will be managed by the partner clubs under the supervision of the **muma basel** production team.

Each nominated "Artists" will be informed at the beginning of **March 2026** of the venues, dates, set up time and times of their performance.

VII. INTERNATIONAL COACHING EXPERT TEAM "ICET"

1. Nomination Phase

Members of the " ICET " will proceed with the selection of nominees in each category to perform 30-minute live showcases during **muma basel**.

2. Selection Phase

The members of the " ICET " for **muma basel** will consist of representatives from media outlets, Swiss and international festivals, as well as notable figures from the music industry and related organizations. The members of the " ICET " are freely chosen by the Organizer.

VIII. COMMUNICATION / PROMOTION

Each nominated "**Artists**" will be featured in the complete program of **muma basel** on the websites ' **muma-basel.ch**, ' **mx3.ch**, ' **swisslivetale.ch**, ' **rock4future.com**, ' as well as on all promotional materials – both print and social media material – created for the event. The "**Artists**" will also gain visibility on the airwaves of **muma basel** 's various media partners.

IX. LICENCES

One or more works of the "**Artists**" nominated in the various categories may be included in a musical compilation (playlist) prior to the **muma basel** evenings. To this end, the "**Artists**" undertakes to provide the Organizer with a studio recording of his or her choice. The rights relating to the creation of this playlist will be the subject of a specific contract based on a non-exclusive license, with payment of royalties in the event of commercial distribution.

Musical recordings and images of selected "**Artists**" performed at **muma basel** events may be used for various purposes, as specified below.

Thus, by registering for **muma basel** and in the event of selection, the "**Artists**" agrees to grant the Organizer a free, transferable and non-exclusive license to record, access, use, reproduce, represent, broadcast, distribute, publish and edit, in any promotional medium, any musical work performed "live" during the **muma basel** evenings, including the capture and broadcast of images of the "**Artists**" "live" performance. The rights already assigned to the collecting societies remain reserved.

In general, the "**Artists**" acknowledges and expressly accepts that parts or all of his or her work may be broadcast, in particular on the Organizer's media.

The "**Artists**" also agrees that **muma basel** may benefit from sponsorship, advertising and/or partnerships with third parties chosen by the Organizer, and that advertising space may be marketed by the latter and integrated on "**muma basel**", "**Swiss Live Talents**" and "**Rock4Future**" pages including those presenting the works.

X. LEGAL PROVISIONS

Participation in **muma basel** implies unreserved acceptance of the present rules. The Organizer reserves the right to exclude from the event any "**Artists**" who disrupts the smooth running of the event (in particular in the event of cheating or

fraud) and to deprive the "Artists" of any right to obtain any compensation offered as part of the **muma basel**.

These rules are governed exclusively by Swiss law. Any question of interpretation of these rules, or any unforeseen question, must be submitted to the Organizer before **August 31, 2025**. Any such question will be decided by the Organizer on a case-by-case basis, in accordance with Swiss law.

() The rules can be consulted at any time on the websites ' muma-basel.ch ' 'swisslivetalents.ch' and 'rock4future.com'.

() I have read the rules and accept them.

OPTIONAL MEMBERSHIP OF THE "SWISSAMP" ASSOCIATION

SWISS LIVE TALENTS is a music promotion platform created by the national association **SWISSAMP** "Swiss Artists & Music Promotion".

The "Artists" has the option to join this association for an annual fee of CHF 60.- to be paid at the time of registration at **muma basel**.

The "Artists" who is a member of the **SWISSAMP** association will receive "**SAMP**" passes for all concerts organized as part of the **muma basel** event, as well as for the 'Pro Apéros' and the 'Morning Brunch' on **Saturday August 22, 2026**.

One "**SAMP**" pass will be issued per member of the "Artists's" group.

As a registered member of **SWISSAMP**, the "Artists" with his or her "**SAMP**" pass will be able to take part free of charge in the various networking events ("panels", "speed meetings", conferences and workshops) organized during **muma basel**, on **August 21 and 22, 2026**.

POSTFINANCE - IBAN CH50 0900 0000 1253 9531 7 - Association SWISSAMP