



BIO MIA

THE MUSIC ECOSYSTEM

We were born to amplify Ibero-American music

WHO ARE WE?

Bioma is a growth and professionalization hub for alternative music in Ibero-America. More than just an agency, we serve as a bridge connecting artists with key opportunities to grow their careers, both locally and internationally.

WHAT DO WE DO?

We help independent artists grow, establish themselves and expand their reach through comprehensive marketing and networking strategies. We achieve this by offering booking, management, promoting and merchandising opportunities, along with essential tools for their professionalization.

WHY DO WE DO IT?

Alternative music needs more than just talent—it requires strategy and connections. Independent artists often face growth barriers, and Bioma provides the essential tools to transform their music into a sustainable project.



Mission


We strive to build long-term, trust-based relationships to empower and elevate our artists' talent.

As a key ally, Bioma provides digital tools, comprehensive management, and strategic guidance to support their growth. We connect artists with essential opportunities to help them reach their full creative and professional potential.

Vision

We want to become the leading agency for independent talent representation in Colombia and a Ibero-American benchmark.

Our goal is to be the bridge between music and new global audiences, while building cultural connections worldwide.

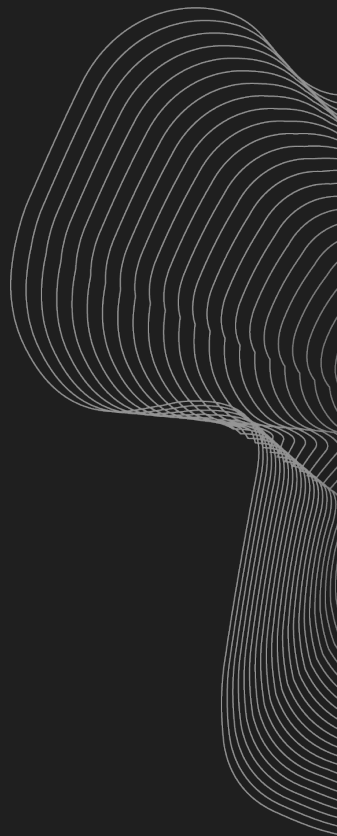


What sets us apart?

Bioma is not just an agency; it is an ecosystem for the professionalization of independent music.

- We not only represent artists; we also help them grow.
- We understand the challenges of alternative musicians and offer real solutions.
- We create connections with promoters, media, and cultural spaces across Ibero-America.
- We take a holistic approach to the development of our ecosystem.
- We have excellent industry knowledge, from being artists ourselves to working in the music business. We know the full journey and its challenges—from both perspectives.

**We make
things happen**



55% to 59%

Of online consumers in Chile, Argentina and Colombia plans to attend a live music event.

+59%

Attendees of Primavera Sounds are from abroad.

Ibero-American Market Opportunity

Ibero-America's music industry is experiencing unprecedented growth. Global events like Primavera Sound, which drew 268,000 attendees from 134 countries in 2024, are bringing international attention to the region, while regional giants like Vive Latino and Rock al Parque, with daily audiences exceeding 70,000 and 80,000 people respectively, solidify the region's influence in the live music space.

The demand is clear: in Argentina (59%), Colombia (58%), and Chile (55%), a majority of online consumers plan to attend a live music event within the next year. While digital presence remains crucial, live experiences are proving to be the most powerful connection point between artists and audiences.

The moment is now! Those who understand the power of live music will define the future of the industry.

(Source: en.wikipedia.org, APNews.com, IQ-mag.net, luminatedata.com)

Our Local Market Opportunity

Colombia is exporting more talent than ever: over 900 emerging artists each year aim to break into the global scene, and the market is responding. Colombian music is projected to grow +60.2% in revenue, and audiences are more engaged with live concerts than with any other cultural experience (20.6% attend live events).

The opportunity is here: artists who know how to navigate both digital and live performances will be the ones to succeed. At Bioma, we ensure music reaches the people who matter—venues, brands, and real audiences.

We don't make empty promises—we make things happen.

(Source: La República, DANE Cultural Consumption Survey)

+900

artists leave Colombia annually to compete in the international market *.

+60,2%

projected revenue growth for Colombian music.**

20,6%

of the population over 12 years old attends concerts, making it the most attended cultural activity in the country.***



OUR NUMBERS

Here's all we've done... so far. We're aiming for so much more.

+25

Concerts with
international artists
since 2021

+38

Releases, including
singles, EP, albums,
CDs and vinyls

+150

Average of tickets per
show. With +7.000 sold
along this five years

+170

Shows
booked/produced
along this five years



Internationalization

Global expansion is key. We help artists connect internationally by being the bridge:

Key areas:

- How to build an attractive booking pitch.
- Touring strategies across Ibero-America.
- Partnerships with international bookers & festivals.
- Collaboration with managers and agents to open doors in new markets.

WE ARE PROUD TO PRESENT

These are a few examples of projects that remind us why we do what we do, with this much love.



DE SUR A SUR – TOUR

In 2022, we had the chance to book and produce Buha's 2030 first international tour in Chile—five shows over twelve days.



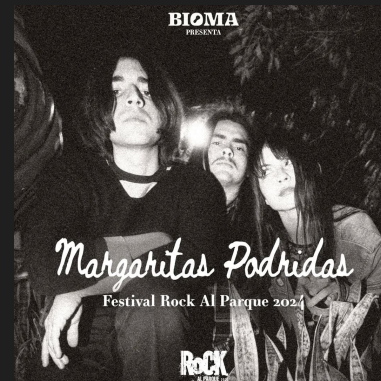
PRIMAVERA SOUND

In 2023, we had the chance to book Encarta 98 for the only edition of Primavera Sound in Bogotá. A dream came true as the band supported The Cure and Slowdive.



HIP HOP AL PARQUE

Last year, we booked Chystemc as the headliner for Hip Hop al Parque. For us, it was a remarkable show—one of the most beautiful we've ever produced.



ROCK AL PARQUE

Last year, we also had the opportunity to book Margaritas Podridas for Rock al Parque. It was a show that reminded us of the beautiful noise behind shoegaze.



Get to knows us!

This is the team that makes it all possible.



Together, we take music further

We're here to build connections, linking independent artists with the right stages, audiences and opportunities. We're ready to work together and create new experiences. Make sure to save our info!

@biomagencia | @pablochilito
+57 313 3865917 | +57 320 8591819

www.biomagencia.com



BIO MA

THE MUSIC ECOSYSTEM