



Mathew Knowles at WMF: From the Data Behind Beyoncé's Success to AI: "Don't Be Afraid of Change"

Featured on the Mainstage of WMF – We Make Future 2026, Mathew Knowles joined Carlo Durante, CEO of Billboard Italia, for a conversation that became a masterclass on the future of the music industry. Drawing on the global success of Destiny's Child and Beyoncé, Knowles explored the evolution of fan economics, intellectual property, artificial intelligence, and the strategic value of anticipating change.

Bologna, Italy - June 25, 2026

One of the **most influential strategists in the global music industry** - and the executive behind the success of Destiny's Child and Beyoncé - took the Mainstage at **WMF – We Make Future 2026**, the International Trade Fair and Festival on Artificial Intelligence, Technology, and Digital Innovation, to discuss how successful music brands are built, scaled, and protected in the age of artificial intelligence.

Mathew Knowles, *Founder and CEO of Music World Entertainment (MWE)*, global business strategist, keynote speaker, and executive coach, joined **Carlo Durante**, CEO of Billboard Italia, for a wide-ranging conversation that evolved into a masterclass on music, business, technology, and long-term strategic vision.

Knowles brought to WMF a **global perspective on how the music industry has continuously reinvented itself**—from cassette tapes to CDs, from streaming to AI, from record catalogs to the emerging superfan economy. His central message was clear: long-term artistic success is built not only on talent, but also on strategy, data, partnerships, intellectual property, and the ability to anticipate industry shifts before they happen.

Reflecting on his transition from the technology sector into the music business, Knowles explained how his background shaped **the management philosophy behind Destiny's Child**. Long before social media and streaming platforms transformed the industry, the group's growth strategy was already driven by consumer insights, data analysis, strategic partnerships, and scalable business models—**an approach that now seems remarkably forward-looking**.

During the conversation, Knowles described how Destiny's Child evolved into far more than a successful music act. Starting with limited financial resources, the brand expanded through strategic commercial partnerships with major international companies, creating an ecosystem that amplified its visibility, market reach, and long-term value. One of the most relevant themes of the discussion focused on **the relationship between artists and their audiences**. According to Knowles, music cannot exist without fans. Today's challenge is no longer simply reaching the largest possible audience, but cultivating loyal communities through meaningful engagement and exclusive experiences. This, he explained, is the foundation of the emerging **superfan economy**, where a relatively small but highly engaged audience can generate a significant share of an artist's long-term economic value.

Artificial intelligence was another key topic. Rather than viewing AI as a threat, Knowles encouraged the audience to see it as a transformative opportunity capable of enhancing



creative, operational, and administrative processes. From tour planning and stage visualization to wardrobe design, choreography, logistics, and production, AI is already opening new possibilities for artists, managers, and the broader creative industries.

“The music industry is like a moving target,” Knowles said, emphasizing the constantly evolving and increasingly global nature of the business. In this environment, he argued, **ownership and control of intellectual property become even more critical.** Those who understand the strategic value of rights, licensing, catalogs, and algorithms are better positioned to build resilient, scalable, and sustainable business models. Knowles also reflected on Destiny’s Child as an example of long-term brand management. Rather than treating the group as a standalone musical project, it was conceived as a platform capable of generating solo careers, expanding intellectual property, creating new narratives, and unlocking multiple revenue streams over time. While this vision was not universally understood at the outset, it has since become a powerful example of building brands designed for lasting impact.

Closing the session, Knowles left the WMF audience with a message about resilience in times of technological disruption and uncertainty: **“Don’t pray for a life free of trouble; pray for joy in the midst of trouble.”** Challenges, he explained, should neither be avoided nor feared—they are often where the greatest opportunities emerge.

From the WMF Mainstage, Mathew Knowles delivered a **compelling lesson in vision, leadership, and adaptability.** In the music industry, as in every sector shaped by technological innovation, change should not simply be endured. It should be understood, embraced, and transformed into long-term value through data, intellectual property, strong communities, artificial intelligence, and the confidence to look beyond the next disruption.

WMF – We Make Future is conceived, produced, and organized by Search On Media Group. The event is held under the patronage of the European Parliament, the European Commission, the Italian Ministry of Foreign Affairs and International Cooperation (MAECI), the Emilia-Romagna Region, and the City of Bologna. WMF is supported by the Italian Ministry of Foreign Affairs and International Cooperation (MAECI), the Italian Trade Agency (ITA), and the Emilia-Romagna Region, in partnership with Visit Emilia-Romagna, and in collaboration with BolognaFiere, CINECA, and the European Space Agency (ESA). The 2026 Main Sponsors are Philip Morris, and Dell Technologies and Intel.

WMF - We Make Future, is the largest International Trade Fair and Festival dedicated to Artificial Intelligence, Technology, and Digital Innovation.

From June 24 to 26, 2026, WMF returns to BolognaFiere (Italy) as a certified international event fully focused on the future of innovation. A global hub for the AI and tech ecosystem, WMF brings together each year the most advanced developments in artificial intelligence, digital and social innovation, alongside leading international companies, startups, scaleups, investors, institutions, universities, and non-profit organizations. With over 73,000 attendees from 90 countries in 2025, more than 700 exhibitors, 1,000+ speakers and guests from around the world, 2,800+ organized B2B meetings, and 3,000 startups and investors involved, WMF represents a unique convergence point for innovation-driven business and policy dialogue.

Its partner network includes organizations managing a combined €1.5 trillion investment portfolio, €304+ billion in assets under management (AUM), \$72.8+ billion in funded transactions, and over 17,000 investment rounds, positioning WMF as a global benchmark event for the innovation economy.

[Saudi Makes Future – The Largest AI Exhibition in the Middle East](#)



Saudi Makes Future is the Saudi edition of WMF – We Make Future, a certified international trade fair and global platform for innovation, artificial intelligence, and emerging technologies. Developed through the collaboration between Search On Media Group, WMF – We Make Future, and PNG Saudi, the event will take place December 14–16, 2026, in Riyadh at the Riyadh International Convention & Exhibition Center. Building on WMF’s vision, experience, and thematic architecture, Saudi Makes Future adapts the format to a strong AI-driven focus, structured across 14 strategic sectors exploring the impact of artificial intelligence on business, industry, society, and institutions. Aligned with Saudi Vision 2030, the event positions itself as an international platform for dialogue, cooperation, and development, designed for companies, startups, investors, and stakeholders seeking new opportunities for growth, training, and innovation in the Middle East and on a global scale.

Search On Media Group - Humans Leading Innovation Founded in 2004, Search On Media Group works to advance digital culture and innovation by managing professional communities, supporting knowledge-sharing initiatives, and delivering strategic and operational consulting through its Search On Consulting division, specializing in Digital Marketing and Digital Transformation for large organizations. From the expertise of Search On Media Group stem both the Event Agency Business Unit—responsible for organizing WMF and other proprietary and client events—and Hybrid.io, a flexible and customizable platform designed to manage online, hybrid, and on-site events.

Per informazioni e materiale

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