

**2010 MIDEMNET & MIDEM Conference Programme as of December 16th**  
23-27 January 2010 – Palais des Festivals, Cannes

**New this year!**

- **MidemNet 2010 Conference is now free!**
- **Launching MidemNet Lab & MidemNet Academy**

**MidemNet 2010 Conference Highlights**

**From Content to Context - Monetising the New Music Experience**

Consumers today are experiencing and accessing music in more ways than ever. The music industry is looking for concrete ways to monetise the use of all its assets, from the artists to their music, artwork and live shows. At MidemNet 2010, exclusive keynotes and panels, leading international artists and industry experts will address related key issues, including:

- What practices from current deals between labels and digital services should we keep?
- What can we learn from other content industries?
- How can we monetise the live experience?
- How do we make the most out of mobile applications and social media?
- Does the copyright model need to be updated?

**MidemNet Lab - Business Innovations Showcase**

The MidemNet Lab shines a spotlight on 15 start-ups that are bringing exciting new digital solutions to the music industry. They are selected through a call for entry managed by Music Ally and picked by the MidemNet Lab judges, 6 highly successful digital and music industry entrepreneurs: Matthew Daniel, VP, **R2G/Wa3.cn** (China); Daniel Ek, CEO, **Spotify** (Sweden/UK); Loic Le Meur, Founder & CEO, **Seesmic** (France/USA); Alexander Ljung, CEO & Founder, **SoundCloud** (Germany/UK); Ian Rogers, CEO, **Topspin** (USA); Anthony Volodkin, Founder & CEO, **Hype Machine** (USA). MIDEM participants will discover these innovative solutions through presentations, video demonstrations and face-to-face meetings

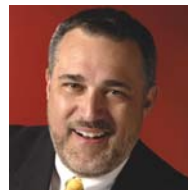
**MidemNet Academy - Digital Education Training**

As the business of digital becomes much more of a mainstream business concern and encourages more creative thinking, MIDEM has launched MidemNet Academy, the new space to gain concrete, practical skills through courses on digital marketing & business. Attendees will leave the Academy with paper reports/key points/summary related to the course.

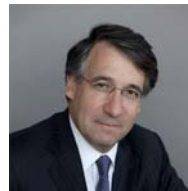
**MidemNet Keynote Speakers**



Peter Gelb  
General Manager  
**The Metropolitan Opera** (USA)



Jeffrey Hayzlett  
Chief Marketing Officer  
**Eastman Kodak Company**



Jonathan Klein  
Co-Founder & CEO  
**Getty Images** (USA)



Mika Salmi  
Chairman  
**Sulake/Habbo** (Finland)



Owen Van Natta  
CEO  
**MySpace** (USA)

## MIDEM 2010 Conference Highlights

### Key MIDEM conference themes

- Images and Brands
- The International Manager Summit
- The International Publishing Summit
- The International Indie Summit

### Listening Sessions

This is your chance to get your music played in front of influential music supervisors and be considered for placement on the next hot game, TV show or advertisement:

**GREY**nyc

to become the anthem of Pantene, the world's #1 haircare brand



for a placement in future episodes of MTV shows

**RIP TIDE**MUSIC

to get your music into movie trailers

**WYNTH**  
MUSIC

for a placement in a network TV show

**DJ HERO**

to get your song mashed up in the next DJ Hero®

More details on [www.midem.com/listening-sessions/](http://www.midem.com/listening-sessions/)

### Inaugurating the MIDEM Managers' Village

To reflect the importance of managers, MIDEM is inaugurating the MIDEM Managers' Village, hosted by IMMF, the International Music Manager Forum. Located within the trade-show, the Village will host several unmissable events, highlighted in the conference programme, and offer a dedicated place for managers to network and organise their business meetings.

### Join the discussion at MIDEM(Net) Blog - [www.midemnetblog.com](http://www.midemnetblog.com)

Engage and interact on key topics for the music industry with leading industry experts, conference speakers & MidemNet Committee members. Discover exclusive content, videos, research papers, presentations and more... Before, during and after Cannes.

## Midem Keynote Speakers



Edgar Berger  
CEO  
**Sony Music  
Entertainment GSA**  
(Germany)



Michael Gudinski  
Founder & Chairman  
**Mushroom Group of  
Companies**  
(Australia/New Zealand)



Marek Lieberberg  
Founder & CEO  
**Marek Lieberberg  
Konzertagentur**  
(Germany)



Masao Morita  
Representative  
Director, Chairman  
**Sony Music  
Entertainment**  
(Japan)



David Renzer  
Chairman & CEO  
**Universal Music  
Publishing Group**  
(USA)

**Saturday 23 January 2010**

<p><b>MidemNet 2010:</b>  <b>“From Content to Context - Monetising the New Music Experience”</b></p> <p><i>Partners: Billboard, Informa Telecoms &amp; Media, Japan Inc., Music Ally, Musikwoche &amp; Musique Info</i></p> <p>Morning's MidemNet Presenter: Ted Cohen, Managing Partner, <b>TAG Strategic</b> (USA)</p>		
<p><b>10.00</b> <b>10.05</b></p>	<p><b>MIDEMNET</b></p>	<p><b>Monetising Music – What Works for Ted?</b></p>

*Location – Auditorium Debussy, Level 1*

*Speaker:*  
 Ted Cohen, Managing Partner, **TAG Strategic** (USA)

As Chairman of the MidemNet Visionary Chair Committee, Ted Cohen will present his vision of what are interesting directions to explore when it comes to generating new revenue streams for the music industry.

<p><b>10.05</b> <b>11.00</b></p>	<p><b>MIDEMNET</b></p>	<p><b>New Models at Work – The Artists’ Perspective</b></p>
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*Location – Auditorium Debussy, Level 1*

*Speakers:*  
 Richie Hawtin, Artist & Founder, **M-nus** (Canada/Germany)  
 Amanda Palmer, Singer & Songwriter, **Dresden Dolls** (USA)  
 Hal Ritson, Artist, **The Young Punx** & Musical Director, **Dizzee Rascal Live** (UK)  
 Paul van Dyk, Artist, DJ & Producer, **Paul van Dyk GmbH / VANDIT Records** (Germany)

Artists today can take advantage of more digital opportunities and channels than ever, to connect with their fans, market their brand and monetise their music. Who can best speak about this topic than a panel of preeminent international artists, well versed into the digital world themselves? Come and learn from them which services are the most promising ones, in a crowded environment; how they should be used at best and how the artists' presence on such platforms can be further improved.

11.00 11.15	MIDEMNET	<b>Exclusive Survey - Music Consumption around the World</b> <i>In association with Music Matters &amp; Synovate</i>
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*Location – Auditorium Debussy, Level 1*

*Speaker:*

Jasper Donat, Co-Founder, **Branded** / President, **Music Matters** (Hong Kong/China)

The MidemNet/Music Matters exclusive survey has explored music consumption habits of more than 10.000 consumers around the globe, from North America & France to China, Brazil & South Africa. Using information from Synovate research across 14 markets, it will reveal music purchasing & spending habits of world's consumers and unveil most promising avenues to generate new revenues out of today's music fans.

11.15 11.30	MIDEMNET	<b>Copyright in Action – Is Today's Model still Accurate?</b>
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*Location – Auditorium Debussy, Level 1*

*Speaker:*

Eric Steuer, Creative Director, **Creative Commons** (USA)

With the emergence of new business models, exploring if and how the copyright system should adapt to this new landscape is key to ensuring that both rights owners and digital services are well equipped to cope with the evolution of the music business. Be inspired by compelling visions of what are most relevant copyright models for the future, from respected industry players, representing different opinions in the debate.

11.30 12.00	MIDEMNET	<b>Conversation with Jeffrey Hayzlett, Eastman Kodak Company</b>
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*Location – Auditorium Debussy, Level 1*



Jeffrey Hayzlett  
Chief Marketing Officer  
**Eastman Kodak Company**  
(USA)

As the music industry, Eastman Kodak Company has experienced a transformational shift when entering the digital world. A unique opportunity to understand how the company has transformed its business model, to remain relevant to its users, and how it is now generating a whole new range of revenue streams through digital!

<p><b>MidemNet 2010:</b>  <b>“From Content to Context - Monetising the New Music Experience”</b>  <i>Partners: Billboard, Informa Telecoms &amp; Media, Japan Inc., Music Ally, Musikwoche &amp; Musique Info</i>                  Afternoon’s MidemNet Presenter: Paul Brindley, Managing Director, <b>Music Ally</b> (UK)</p>		
<p><b>14.30</b> <b>14.35</b></p>	<p><b>MIDEMNET</b></p>	<p><b>Monetising Music – What Works for Terry?</b></p>

*Location – Auditorium Debussy, Level 1*

*Speaker:*

Terry McBride, CEO, **Nettwerk Music Group** (Canada)

As member of the MidemNet Visionary Chair Committee, Terry McBride will present his vision of what are interesting directions to explore when it comes to generating new revenue streams for the music industry.

<p><b>14.35</b> <b>16.00</b></p>	<p><b>MIDEMNET</b></p>	<p><b>Do’s &amp; Don’ts - Labels &amp; Digital Services’ Deals</b></p>
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*Location – Auditorium Debussy, Level 1*

*Speakers:*

- Jonathan Benassaya, CEO, **Deezer** (France)
- Paul Brown, SVP, Strategic Partnerships, **Spotify** (Sweden/UK)
- Richard Gottehrer, Founder & Chief Creative Officer, **The Orchard** (USA)
- Michael Paull, EVP, Global Digital Business, **Sony Music Entertainment** (USA)
- Steve Purdham, CEO & Founder Investor, **We7** (UK)
- Simon Wheeler, Director of Digital, **Beggars Group** (UK)

Top-level label executives and music digital services – from streaming to download and distribution – come together to take a reality check on best business practices and how to achieve economically-viable deals. Which opportunities do these digital services open to rights owners? How are the labels adapting to the financials of these services? What are the successful business deals that stand out and the challenges still to be overcome? These are the key questions to be answered.

*This session will be followed by a networking break (16.00-16.30)*

<p><b>16.30</b> <b>16.35</b></p>	<p><b>MIDEMNET</b></p>	<p><b>Monetising Music – What Works for Bruce?</b></p>
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*Location – Auditorium Debussy, Level 1*

*Speaker:*

Bruce Houghton, President, **Skyline Music**, & Editor, **Hypebot.com** (USA)

As member of the MidemNet Visionary Chair Committee, Bruce Houghton will present his vision of what are interesting directions to explore when it comes to generating new revenue streams for the music industry.

16.35 17.05	MIDEMNET	Conversation with Owen Van Natta, MySpace
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*Location – Auditorium Debussy, Level 1*



Owen Van Natta  
CEO  
**MySpace**  
(USA)

Listen to MySpace CEO's first keynote outside of the United States, to find out his vision of the future of musical content on digital platforms, how the company is evolving as a next generation content distribution platform and the new revenue opportunities for MySpace and its partners.

17.05 17.35	MIDEMNET	Artists & Social Media – What's Next in Fan Engagement
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*Location – Auditorium Debussy, Level 1*

*Speakers:*

Gina Bianchini, CEO, **Ning** (USA)

Pete Wentz, Musician/Entrepreneur/Activist (USA)

Social media has become an essential medium for artists to market themselves and connect with their fans in authentic and unique ways. Following the re-launch of "Friends or Enemies" as a social network on Ning, digital-savvy artist and entrepreneur Pete Wentz from Fall Out Boy and the CEO and co-founder of Ning (the social platform that enables people to join or create Ning Networks) are together on stage for the first time to discuss best practices and what's next for artists in social media.

**Sunday 24 January 2010**

<b>10.00 11.00</b>	<b>MIDEMNET ACADEMY</b>	<b>Show Me the Digital Money - The 10 New Generatives for Music</b>
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*Location – MidemNet Academy, Hall 01*

*Speaker:*

Gerd Leonhard, CEO, **Media Futurist** (Switzerland)

If we can't (just) sell copies of plastic and downloads anymore, what do we sell? If music flat rates and bundles are indeed the future, and if access to music replaces ownership, what else lies beyond the basic revenue share models? If this is the tip of the new iceberg, what is underneath and how do we get it? Find out what are today the 10 most important "Music 2.0" revenue streams such as mobile apps, premium offerings, branding... and ask your questions.

<b>10.00 13.00</b>	<b>LEGAL</b>	<b>The 2010 IAEL MIDEM Seminar - The Future of Digital Licensing</b> <i>In association with IAEL, International Association of Entertainment Lawyers</i>
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*Location – Auditorium Esterel, Level 5*

*Chairman:*

Steven Masur, Esq., Managing Director, **MasurLaw** (USA)

For years now, people have downloaded music without paying, and no industry solution has been universally adopted. Amid a cacophony of discussion about business models, DRM, 3 strike laws and other solutions, one idea continues to gain support: ISP licensing - charging a fee on your ISP or mobile bill for the music and content you download. But how exactly could it work? We will hear from international leading experts on why and whether this could really be implemented.

The seminar will coincide with publication of the 2010 IAEL Book edited by the Chairman with the assistance of Frukt, the team behind Music Intelligence - the monthly industry magazine for music executives.

*Including coffee & networking break (at 11.15)*

<b>11.00 12.00</b>	<b>MIDEMNET ACADEMY</b>	<b>Effective Monetisation of Music on Mobile</b> <i>In association with Informa Telecoms &amp; Media</i>
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*Location – MidemNet Academy, Hall 01*

*Speaker:*

Shailendra Pandey, Senior Analyst, **Informa Telecoms & Media** (UK)

Every year, the music industry suffers huge losses from piracy and illegal downloads. To minimise these losses and achieve strong growth, the industry needs to look for alternative channels such as mobile, invest in new business models, and come up with attractive services that consumers are willing to pay for. Which mobile business models are working today? Which revenues are they creating for the music industry? This workshop will answer such topics and present facts and figures on the growth of mobile music sales. Bring your questions along and find out what is the likely impact of this trend on the music industry in the coming years.

11.30 13.00	MIDEMNET LAB	Pitch Session - Discover 2010's 15 Hottest Digital Music Start-Ups
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*Location – MidemNet Lab, Hall 01*

Music Ally and the MidemNet Lab judges have been looking for the most innovative start-ups that are bringing exciting new digital solutions to the music industry. These carefully selected 15 companies are business ready, with a business concept demonstrating real innovation and original thinking. Discover them on stage! They will each have 5 minutes to pitch their business to MIDEM delegates (on Sunday 24, Monday 25 and Tuesday 26 January mornings).

*MidemNet Lab selected companies:*

**Aviary/Myna** (USA) - [www.aviary.com/tools/myna](http://www.aviary.com/tools/myna)

**Awdio** (France) - [www.awdio.com](http://www.awdio.com)

**BandCentral** (UK) - [www.bandcentral.com](http://www.bandcentral.com)

**Band Metrics** (USA) - [www.bandmetrics.com](http://www.bandmetrics.com)

**DigiClef/Release Consulting** (UK) - [www.digiclef.com](http://www.digiclef.com)

**GoMix** (UK) - [www.gomix.com](http://www.gomix.com)

**Silence Media** (UK) - [www.silence-media.com](http://www.silence-media.com)

**Songkick** (UK) - [www.songkick.com](http://www.songkick.com)

**Streamjam/The Electric Sheep Company** (USA) - [www.streamjam.com](http://www.streamjam.com)

**Thesixtyone** (USA) - [www.thesixtyone.com](http://www.thesixtyone.com)

**Tracksandfields** (Germany) - [www.tracksandfields.com](http://www.tracksandfields.com)

**Tunewiki** (US) - [www.tunewiki.com](http://www.tunewiki.com)

Find out more on the selected companies at <http://www.midem.com/en/midemnet/midemnet-lab>.

11.30 12.30	MANAGER	Managers - Learn How to Manage your Artist's Social Media Presence as a Direct-To-Fan Channel
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*Location – MIDEM Managers' Village, Hall 01*

*Speaker:*

Rachel Masters, Partner & Co-Founder, **Red Magnet Media** (USA)

Rachel helped to launch over 300 social networks, blogs and fan pages with managers at The Collective, Red Light Management and Violator Management. Come and exchange ideas with her about how to use social media products and services to build an effective direct-to-fan sales and marketing channel for your artists.

<p><b>MidemNet 2010:</b>  <b>“From Content to Context - Monetising the New Music Experience”</b></p> <p><i>Partners: Billboard, Informa Telecoms &amp; Media, Japan Inc., Music Ally, Musikwoche &amp; Musique Info</i></p>		
<p><b>14.30</b> <b>14.35</b></p>	<p><b>MIDEMNET</b></p>	<p><b>Monetising Music – What Works for Ralph?</b></p>

*Location – Auditorium Debussy, Level 1*

*Speaker:*

Ralph Simon, CEO, **The Mobilium Advisory Group**/Chairman Emeritus & Founder, **Mobile Entertainment Forum – Americas** (USA)

As member of the MidemNet Visionary Chair Committee, Ralph Simon will present his vision of what are interesting directions to explore when it comes to generating new revenue streams for the music industry.

<p><b>14.35</b> <b>15.30</b></p>	<p><b>MIDEMNET</b></p>	<p><b>Apps &amp; Music –</b>  <b>Turning a New Phenomenon into a Financial Reality</b></p>
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*Location – Auditorium Debussy, Level 1*

*Speakers:*

Bart Decrem, Founder & CEO, **Tapulous** (USA/Belgium)  
 Andrew Fisher, CEO, **Shazam** (UK)  
 Ted Mico, EVP, **Interscope / Geffen / A&M** (USA)  
 Adam Mirabella, Head of Music Services, **Nokia** (Finland)  
 Michael Schneider, CEO, **Mobile Roadie** (USA)  
 Albin Serviant, CEO, **MXP4** (France)

Apps are becoming central to today's economy of content. Featuring all perspectives - from right owner & platform developer to digital services developing their own apps or new players, this panel will discuss how each stakeholder can turn this new consumer phenomenon into a financial success. What are the different monetisation models at play? What are the new opportunities & challenges apps bring to music rights owners? All answers to be unveiled!

15.00 17.00	MIDEMNET LAB	<b>Matchmaking Session – Meet Face-To-Face With 2010's 15 Hottest Digital Music Start-Ups</b>
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*Location – MidemNet Lab, Hall 01*

Music Ally and the MidemNet Lab judges have been looking for the most innovative start-ups that are bringing exciting new digital solutions to the music industry. Want to ask them your questions? This session will give you a chance to meet them on a one-to-one basis during 10 minutes, to get customised answers and find potential future business partner(s).

Five different companies to meet on Sunday 24, Monday 25 and Tuesday 26 January afternoon, with appointments booked onsite in the MidemNet Lab area, on a "first-come, first-served" basis beginning on Sunday.

*MidemNet Lab selected companies to meet:*

**Aviary** (USA) - Alan Queen, VP of Audio Applications

**Awdio** (France) - Vittorio Strigari, Founder

**BandCentral** (UK) - Wil Padley, CEO

**Band Metrics** (USA) - Duncan Freeman, Founder and President

**Digiclef/Release Consulting** (UK) - Jennifer Haslam-James, Lead Consultant

Find out more on the selected companies at <http://www.midem.com/en/midemnet/midemnet-lab>.

15.00 17.00	LEGAL	<b>The IAEL Update Seminar - What You'll Need to Know in 2010</b> <i>In association with IAEL, International Association of Entertainment Lawyers</i>
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*Location – Auditorium Esterel, Level 5*

*Chairman:*

Alexander Ross, Partner, **Wiggin** (UK)

*Speakers:*

Enric Enrich, Partner, Enrich Advocats (Spain)

Sebastien Evrard, Associate, Jones Day (Belgium)

Marc Jacobson, Partner, Greenberg Traurig (USA)

John Kelly, Partner, Schillings (UK)

Gilles Vercken, Partner, Cabinet Gilles Vercken (France)

Gordon Williams, Partner, Lee & Thompson (UK)

And more speakers to be confirmed

Once again, our experts report on those developments which have had a major impact on the business of music and entertainment - along with what we can expect in the next twelve months. We will focus on hot topics - including a session on artist, celebrity and brand protection in an age of social networks - and provide our usual round-up of key cases and legislation that everyone should be aware of in 2010.

*Followed by the IAEL cocktail in Foyer Esterel*

15.00 16.00	MANAGER	Come & Discuss with Iain Watt How to Develop your Artist at the International Level
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Location – MIDE M Managers' Village, Hall 01

Speaker:

Iain Watt, Co-Manager of Mika & Managing Director, **Machine Management** (UK)

15.30 16.00	MIDEMNET	Conversation with Peter Gelb, The Metropolitan Opera
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Location – Auditorium Debussy, Level 1



Peter Gelb  
General Manager  
**The Metropolitan Opera**  
(USA)

Since becoming General Manager of the Metropolitan Opera in 2006, Peter Gelb has pioneered new ways to make opera more accessible, in part through the use of new media such as live HD transmissions to cinemas, satellite radio, and a variety of internet-based platforms. His keynote will outline how new technologies can revitalise live music, both widening and monetising its audience.

*This session will be followed by a networking break (16.00-16.30)*

16.30 16.35	MIDEMNET	Monetising Music – What Works for Harvey?
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Location – Auditorium Debussy, Level 1

Speaker:

Harvey Goldsmith CBE, Managing Director, **Artiste Management Productions** (UK)

As member of the MidemNet Visionary Chair Committee, Harvey Goldsmith will present his vision of what are interesting directions to explore when it comes to generating new revenue streams for the music industry.

16.35 17.30	MIDEMNET	Live Music – Monetising the Concert Experience in its Whole
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Location – Auditorium Debussy, Level 1

*Speakers:*

Ashley Capps, Co-Founder of **Bonnaroo Festival** & President, **AC Entertainment** (USA)  
 John Rubey, President, **AEG Network Live** (USA)  
 Bill Sagan, CEO, **Wolfgang’s Vault** (USA)  
 Gerrit Schumann, CEO & Co-Founder, **Music Networx** (Germany)

Broadening access to and developing new revenue streams around live music content is nowadays essential for the music industry. What are the new opportunities to create before, during and after the concert? What are possible barriers preventing such developments to happen? What are the partnerships to build and the different platforms to leverage? A panel of international leading experts will debate best strategies.

17.00 18.00	MANAGER	Managers - Take Part into International Music Manager Forum (IMMF) Open Council meeting
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Location – MIDEM Managers’ Village, Hall 01

*IMMF Chairman & members:*

Petri Lunden, Chairman, **IMMF** (Sweden)  
 Jake Beaumont-Nesbitt, Executive Director, **IMMF** (UK)  
 Brian Heatherman, Vice Chair Americas, **IMMF** (Canada)  
 Michael McMartin, Vice Chair Asia/Africa, **IMMF** (Australia)  
 And the IMMF Council

Focused on delivering better business conditions for managers and the artists they represent, the IMMF is an umbrella organisation for Music Managers organisations from around the world. All managers are welcomed to join the IMMF Open Council meeting, where they will meet with representatives from the member national organisations & discuss their recent activities in areas of interest for managers (including IMMF’s role at WIPO, European copyright discussions and support for a US sound recording performance right).

17.30 17.45	MIDEMNET	Content 2.0 – How Content Industries Find New Ways to Generate Revenues
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Location – Auditorium Debussy, Level 1

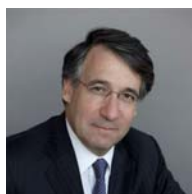
*Speaker:*

Gerd Leonhard, CEO, **Media Futurist** (Switzerland)

Content industries – from film & TV to news/publishing, games & radio – have all seen their traditional value chain strongly impacted by the rise of digital and by an increasing range of possibilities to access content for free. As a direct result, these industries are creating innovative approaches to make money in new ways with their content. Come & discover most inspiring examples to directly apply to your business.

17.45 18.15	MIDEMNET	Conversation with Jonathan Klein, Getty Images & Mika Salmi, Sulake/Habbo
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*Location – Auditorium Debussy, Level 1*



Jonathan Klein  
Co-Founder & CEO  
**Getty Images**  
(USA)



Mika Salmi  
Chairman  
**Sulake/Habbo**  
(Finland)

Whereas the music industry is currently exploring different ways to generate significant revenue streams out of its content, other industries are already successful in monetising the content they produce, thus providing inspiring benchmarks to the music industry. Come and learn best tactics from two leading experts

**Monday 25 January 2010**

<b>10.00 11.00</b>	<b>MIDEMNET ACADEMY</b>	<b>How to Make a Smartphone Music Application Successful</b> <i>In association with MEF, Mobile Entertainment Forum</i>
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*Location – MidemNet Academy, Hall 01*

If a music app is the right distribution channel for you, then how do you create enough noise to get your app noticed? Attend the MEF workshop to find out the ingredients of a successful music application – from how to navigate the application store approval process to how your app can successfully reach the tipping point. All questions welcomed!

<b>Images &amp; Brands</b>		
<i>Media Partners: Musikmarkt, Variety</i>		
Chairman: Daniel Glass, Founder, President & CEO, <b>Glassnote Entertainment Group</b> (USA)		
<b>10.00 10.30</b>	<b>IMAGES &amp; BRANDS</b>	<b>Music in Videogames – Building Innovative Strategies &amp; Partnerships</b>

*Location – Auditorium Esterel, Level 5*

*Speakers:*

Paul DeGooyer, SVP of Electronic Games & Music, **MTV** (USA)  
Didier Lord, Worldwide Music Director, **Ubisoft Entertainment** (France)  
Tim Riley, VP, Music Affairs, **Activision/Blizzard** (USA)

Music and videogames are increasingly interconnected: music videogames represent true blockbusters for the gaming industry and games are becoming key music discovery platforms for the Millenium Generation. Respected heads of music from international game companies debate new opportunities to develop innovative partnerships with the music industry.

<b>10.00 11.00</b>	<b>LEGAL</b>	<b>IAEL Legal Workshop – Licensing</b> <i>In association with IAEL, International Association of Entertainment Lawyers</i>
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*Location: Auditorium K, Level 4*

*Speakers:*

Louis Buchman, Partner, **Field Fisher Waterhouse** (France)  
James Kendrick, Managing Partner, Kendrick Law (USA)

Yes it's back! Everything you always wanted to know about licensing in the music industry and weren't afraid to ask... By popular demand, Louis Buchman and James Kendrick return again with their back-to-basics session on the contracts, deals and strategies of music licensing. Bring your questions along and share them with the experts.

10.30 11.00	IMAGES & BRANDS	<b>When Top Brands Unveil their Music Strategy</b>
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*Location – Auditorium Esterel, Level 5*

*Speakers:*

Philipp Maiburg, Head of Carhartt Music, **Carhartt** (Germany)

Elizabeth Schimel, VP, Music, **Nokia** (Finland)

Emmanuel Seuge, Group Director, Worldwide Sports & Entertainment Marketing, **The Coca-Cola Company** (USA)

With music looking for new marketing and revenue streams and brands looking for greater differentiation, music and brand partnerships are becoming more sophisticated and relevant than ever for music fans. High level brand executives unveil how Nokia, Carhartt and Coca-Cola make the most out of music in their respective strategy and debate on most interesting business models to develop.

10.30 12.30	MANAGER	<b>Meet the International Artist Managers' Association (IAMA)</b>
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*Location: MIDEM Managers' Village, Hall 01*

*IAMA Chief Executive & members:*

Atholl Swainston-Harrison, Chief Executive, **IAMA** (UK)

Jonathan Cooke, Director, **JC Management** (UK)

Christian May, General Manager, **Melos Konzerte** (Austria)

Come and discover IAMA, the world-wide network for music managers in classical music. Ask your questions to its members & discuss topics ranging from what are the issues in management to how has the market been affected by the world's economy.

11.00 12.00	MIDEMNET ACADEMY	<b>An Introduction to Digital Marketing</b> <i>In association with Music Ally</i>
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*Location – MidemNet Academy, Hall 01*

*Speaker:*

Juan Paz, Director of Special Projects, **Music Ally** (UK)

This workshop will answer all the questions you have on the most basic and cost effective DIY digital marketing tools, including Google and Google ads, Facebook and Facebook ads and Twitter.

11.00 11.30	IMAGES & BRANDS	Nascar Case Study – Turning Sport Music into a New Revenue Stream for Artists
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Location – Auditorium Esterel, Level 5

*Speakers:*

Jay Abraham, COO, **NASCAR Media Group** (USA)  
Edsel Dope, Artist & Composer (USA)  
Stephen Knill, President, **Banshee Music** (USA)

Most major sport competitions – from Nascar to NFL, Dallas Cowboys... and even Kentucky Derby - use hundreds of pieces of music during their events, both in broadcast and in venue. This case study will explain how – thanks to being wisely associated to each other - authors/composers and team/league partners are working together to create new music, program it and develop marketing campaigns around the offer. The final objective is always to engage media, sponsors and most importantly the fans, in building and monetising the new sound of sport music.

11.30 13.00	MIDEMNET LAB	Pitch Session - Discover 2010's 15 Hottest Digital Music Start-Ups
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Location – MidemNet Lab, Hall 01

Music Ally and the MidemNet Lab judges have been looking for the most innovative start-ups that are bringing exciting new digital solutions to the music industry. These carefully selected 15 companies are business ready, with a business concept demonstrating real innovation and original thinking. Discover them on stage! They will each have 5 minutes to pitch their business to MIDEM delegates (on Sunday 24, Monday 25 and Tuesday 26 January mornings).

*MidemNet Lab selected companies:*

**Aviary/Myna** (USA) - [www.aviary.com/tools/myna](http://www.aviary.com/tools/myna)  
**Awdio** (France) - [www.awdio.com](http://www.awdio.com)  
**BandCentral** (UK) - [www.bandcentral.com](http://www.bandcentral.com)  
**Band Metrics** (USA) - [www.bandmetrics.com](http://www.bandmetrics.com)  
**DigiClef/Release Consulting** (UK) - [www.digiclef.com](http://www.digiclef.com)  
**GoMix** (UK) - [www.gomix.com](http://www.gomix.com)  
**Silence Media** (UK) - [www.silence-media.com](http://www.silence-media.com)  
**Songkick** (UK) - [www.songkick.com](http://www.songkick.com)  
**Streamjam/The Electric Sheep Company** (USA) - [www.streamjam.com](http://www.streamjam.com)  
**Thesixtyone** (USA) - [www.thesixtyone.com](http://www.thesixtyone.com)  
**Tracksandfields** (Germany) - [www.tracksandfields.com](http://www.tracksandfields.com)  
**Tunewiki** (US) - [www.tunewiki.com](http://www.tunewiki.com)

Find out more on the selected companies at <http://www.midem.com/en/midemnet/midemnet-lab>.

11.30 12.00	IMAGES & BRANDS	Converse, Pepsi & Cornerstone – Sharing a Vision of Music in Marketing
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*Location – Auditorium Esterel, Level 5*

*Speakers:*

Frank Cooper III, SVP Chief Consumer Engagement Officer, **PepsiCo Americas Beverages** (USA)  
Geoff Cottrill, Chief Marketing Officer, **Converse** (USA)  
Rob Stone, co-CEO, **Cornerstone** (USA)

Drawing on their most recent music initiatives – Converse’s 100th anniversary “Connectivity” campaign & Mountain Dew’s Green Label Sound - Converse and Pepsi, together with Cornerstone Agency, will expand upon the development of innovative partnerships between the music and brand industries. A unique gathering that will reveal how music can help build a strong brand image; how a brand can open fresh opportunities for artists and which are the most fruitful synergies that bring together these two worlds.

11.30 12.30	<p align="center"><b>Multi-Territorial Licensing - Where Are We At?</b> <i>In association with CISAC, the International Confederation of Societies of Authors and Composers</i></p>	
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*Location - Auditorium K, Level 4*

Multi-territorial licensing of content has been of critical importance to ensure the development of a legitimate digital market, not only in Europe, but also in the rest of the world. The process has seen structural adjustments from rights societies to make repertoire easier to license. As a new decade is unfolding, CISAC members will provide you an update on the latest licensing solutions that strike a balance between the needs of mobile and online services and the aspirations of rights holders.

14.30 15.30	MIDEMNET ACADEMY	Creating a Successful Social Artist Website – What Works, What Doesn’t!
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*Location – MidemNet Academy, Hall 01*

*Speaker:*

Rachel Masters, Partner & Co-Founder, **Red Magnet Media** (USA)

Come learn and discuss best practices for launching and managing a vibrant artist website, by using real-life examples of entertainment websites and branded social networks that created massive fan engagement. Discover how to programme your social network so that fans constantly return to your website; how-to use social media features to create a hive of activity and how to effectively use other social networks (such as Facebook and MySpace) to drive new fans to your website.

<p>14.30 15.45</p>	<p><b>CLASSICAL</b></p>	<p><b>Live Performance &amp; the Media - A Necessary Balancing Act for the Future of Classical Music &amp; the Performer</b> <i>In association with IAMA, the International Artist Managers' Association, &amp; IMZ, International Music &amp; Media Centre</i></p>
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*Location – Auditorium A, Level 3*

Most opera houses and orchestras would like to believe they can become recording labels and even distributors. Few succeed and many will try. But, the fact remains that the landscape of classical music is being played out in the digital media world that impacts both positively and negatively on an artist's career. Whether promoter, presenter or media partner, there are partnerships and models for success but what are the mistakes being made? How realistic is it that an opera house or orchestra embark on producing recordings or even enter the new media world of the internet?

<p>14.30 16.00</p>	<p><b>IMAGES &amp; BRANDS</b></p>	<p><b>Zync Music Listening Session</b> <i>In association with Zync Music</i></p>
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*Location - Auditorium K, Level 4*

*Jury:*

Gary Calamar, President, **Go Music** (USA)

Now is your chance to get your song played face to face with one of the most influential music supervisors in TV show history! As getting the attention of a top music supervisor these days is nearly impossible, unless you have the right connections, Zync Music and MIDEM have partnered up to give you a chance for a one-on-one interface with one of the hottest, hardest to reach tastemakers in the licensing community: award-winning Gary Calamar of Go Music ("Six Feet Under") who's currently overseeing the music on some of the most acclaimed and popular shows on TV, including "True Blood" (HBO), "House" (Fox) and "Dexter" (Showtime).

Songs played during the session could be placed in one of Gary's many exciting projects!

Send your submission\* online at <http://www.zyncmusic.com/midem2010/> before 18 January 2010. Your track can be any genre providing it is inspiring and motivating.

*\*for MIDEM 2010 clients only, 1 track per participant*

<b>15.00</b> <b>17.00</b>	<b>MIDEMNET</b> <b>LAB</b>	<b>Matchmaking Session – Meet Face-To-Face</b> <b>With 2010's 15 Hottest Digital Music Start-Ups</b>
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*Location – MidemNet Lab, Hall 01*

Music Ally and the MidemNet Lab judges have been looking for the most innovative start-ups that are bringing exciting new digital solutions to the music industry. Want to ask them your questions? This session will give you a chance to meet them on a one-to-one basis during 10 minutes, to get customised answers and find potential future business partner(s).

Five different companies to meet on Sunday 24, Monday 25 and Tuesday 26 January afternoon, with appointments booked onsite in the MidemNet Lab area, on a "first-come, first-served" basis beginning on Sunday.

*MidemNet Lab selected companies to meet:*

**GoMix** (UK) - Oliver Barnes, CEO & Founder

**Kickstarter** (USA) - Yancey Strickler, Co-Founder

**Pops Worldwide** (Vietnam) - Esther Nguyen, CEO & President

**Radionomy** (Belgium/France) - Yves Baudechon, Co-Founder & CMO

**Silence Media** (UK) - Lee Henshaw, Managing Director

Find out more on the selected companies at <http://www.midem.com/en/midemnet/midemnet-lab>.

<b>15.00</b> <b>15.30</b>	<b>Conversation with Masao Morita, Sony Music Entertainment Japan</b>
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*Location – Auditorium Esterel, Level 5*



Masao Morita  
Representative Director,  
Chairman  
**Sony Music Entertainment**  
(Japan)

Understanding how Japan embraces today's new music ecosystem is a benchmark for the rest of the world, taking into account Japan is a leading music market. Sony Music Entertainment's Chairman will unveil what he sees as most interesting opportunities for the music industry to grow its business, but also how to cope at best with new challenges.

15.30 16.30	MIDEMNET ACADEMY	<b>Appssolutely Fabulous – Getting the Most from Mobile Music Apps</b> <i>In association with StrategyEye</i>
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*Location – MidemNet Academy, Hall 01*

*Speaker:*

Jeremy Phillips, COO & Co-Founder, **StrategyEye** (UK)

The iPhone App Store has opened the floodgates for apps, with Google Android and others now snapping at Apple's heels. Thousands of music apps have emerged in the last year, with business models ranging from proven and robust through to wildly experimental. Drawing on StrategyEye's continuous tracking of innovation across digital media, find out how the mobile app landscape is currently structured, the latest developments in this space and discuss how apps can be best used for music promotion and direct revenue.

<b>Manager Summit</b> <i>In association with IMMF, The International Music Managers' Forum &amp; IAMA, The International Artist Managers' Association</i>		
16.00 16.30	MANAGER	<b>Developing an Artist's Career in Today's Digital Era – Unveiling New Roles for Managers</b>

*Location – Auditorium Esterel, Level 5*

*Speakers:*

Chris Morrison, Manager of Blur, Gorillaz, Morcheeba & Chairman, **CMO Management International** (UK)  
Mark Wood, Manager of Imogen Heap, **Radius Music** (UK)

Blur/Gorillaz and Imogen Heap managers come face-to-face to discuss new opportunities and challenges to develop an artist's career through digital and social media platforms and how the manager's role is evolving in this context.

16.00 17.00	IMAGES & BRANDS	<b>I'm with the Brand - How to Build a Successful Strategy to Interest Brands</b>
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*Location: Auditorium K, Level 4*

*Speaker:*

Jakob Lusensky, CEO, **Heartbeats International** (Sweden)

In the future, music will be free. What is changing is how artists will get paid for it and what they get paid for. This workshop will unveil the essential steps for artists, labels and live sector to successfully attract attention from brands and secure a career in the new music economy. How to define your assets at best, identify your band/festival's identity, package and present yourself to a brand, build a connection with it, monitor success... these are key factors for success to be discussed, together with best case practices on the ones that are doing it right. All questions welcomed!

16.30 17.30	MIDEMNET ACADEMY	Everything you Wanted to Know about Digital Advertising
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*Location – MidemNet Academy, Hall 01*

*Speaker:*

Neil Cartwright, Managing Director, **Media Junction** (UK)

If you thought online advertising simply consisted of banner adverts, then this session will provide an overview of the many new advertising opportunities facing artists and labels, including Google, Facebook engagement, Behavioural Targeting, Pixel Placements, mid-tail and long-tail advertising and interactive adverts. Discover the whole range of opportunities digital advertising can offer you and ask all your questions.

16.30 17.00	MANAGER	From Classical to Pop Music – Understanding the Future Landscape of Artist Management
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*Location – Auditorium Esterel, Level 5*

*Speakers:*

Jan Sikorski, COO, **The Agency Group** (UK/USA)

Jeffrey D. Vanderveen, Managing Director, **Universal Music Classical Management & Productions** (UK/USA)

Management of artists is reinventing itself across all music genres - from classical to pop music - so what does it take to succeed today? What should music managers and agents wake up to, taking into account the evolutions of the music industry as a whole? What trends do they need to heed to best serve their artists? Two respected captains of industry reveal their opinions on understanding the future landscape of artist management.

17.00 18.00	MANAGER	Who Owns the Consumer?
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*Location: Auditorium Esterel, Level 5*

*Speakers:*

Myke Brown, Manager of Tata Young, **Tata Young Management** (Thailand)

Jean-Charles Carré, Business Manager of David Guetta & CEO, **Gumprod** (France)

Todd Interland, Manager of Lily Allen & James Blunt, **Twenty-First Artists** (UK)

Jason Legg, Live Manager, **HMV** (UK)

Ian McAndrew, Co-Manager of Arctic Monkeys & Managing Director, **Wildlife Entertainment** (UK)

Building a strong relationship between the artist and his audience has never been as crucial as it is today. However, it raises many questions - what are the purposes of developing such a relationship? How to create and manage it at best? Which partnerships should be developed, to ensure the consumer is approached in the right way? Who should control this relationship and the information/data coming out of it, thus owning the consumer? All of this will be debated on stage.

17.30 18.30	MIDEMNET ACADEMY	<b>Understanding Metadata &amp; How it Can Improve your Business</b> <i>In association with CISAC, the International Confederation of Societies of Authors &amp; Composers</i>
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*Location – MidemNet Academy, Hall 01*

*Speaker:*

FX Nuttall, Technology Intelligence Senior Consultant, **CISAC** (France)

The advent of online services has led to exponential increases in the amount of information that must be processed by the music business. Without a new approach for handling all of this information and data, digital business would soon become unmanageable. Join this unique session which will guide you through the emerging world of smart metadata - what it is metadata, how to use it to successfully set up your digital business and what are the benefits of using international standards. All questions welcomed!

**Tuesday 26 January 2010**

10.00 11.00	MIDEMNET ACADEMY	How the Music Industry Can Use Twitter as a Powerful Marketing and Sales Tool
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*Location – MidemNet Academy, Hall 01*

*Speaker:*

Leslie Poston, co-Author of "Twitter for Dummies" & Founder, **Uptown Uncorked** (USA)

Whether you are an artist, a manager, a label or a venue, the co-author of "Twitter for Dummies" and long time consultant to the entertainment industry will help you figure out how to use Twitter as a portable and connective platform to help you in your music career or business. You will learn how to leverage it as a platform for connecting with fans; finding a new audience; building a community; booking gigs; creating a web presence and enhancing search engine presence, collaborative projects and music sales.

10.00 11.30	IMAGES & BRANDS	MTV Listening Session <i>In association with MTV</i>
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*Location – Auditorium K, Level 4*

*Jury:*

Joe Cuello, VP of Creative Music Integration, **MTV** (USA)

Would you like your song to be placed in the Hills? The Hills is a reality TV programme that follows the personal lives of several young people living in Los Angeles. The Hills is currently in its 5<sup>th</sup> season with average viewership of 2.1 millions people on a weekly basis. Joe Cuello will choose the top 5 tracks to be presented at the MTV Listening Session and the best track will be given licensing and placement opportunities in future episodes of MTV shows.

Submit your music\* digitally through our partner Sonicbids at <http://www.sonicbids.com/mtvthehills> before 8 January 2010. Submitted tracks should be in genres including: Pop, Pop/Rock, Singer/Songwriter, Acoustic Rock. Only original music will be considered, no sampling or third party material is allowed.

\*for MIDEEM 2010 clients only, 1 track per participant

<b>Publishing summit</b>		
<i>In association with ICMP, International Confederation of Music Publishers Media Partner: Music Confidential</i>		
10.30 11.30	<b>PUBLISHING</b>	<b>Developing Today's Publishing Business – Inspiring Initiatives from the New Generation of Publishers</b>

*Location – Auditorium Esterel, Level 5*

*Speakers:*

Patrick Curley, Founding Partner & VP Legal Affairs, **Third Side Music** (Canada)  
Kagenobu Kuwahata, President, **Nichion** (Japan)  
Justin Shukat, General Manager & Partner, **Primary Wave Publishing** (USA)  
Hussain Spek Yoosuf, Managing Director, **Fairwood Music** (Arabia)

The business of music publishing has morphed over the past decades. Gone are the days when publishers could sit on their catalogues and wait for returns. Today's publishers must pro-actively search for new opportunities to expand their business – from creative licensing schemes in niche markets to strong digital presence, innovative marketing initiative and brand associations. A handful of these publishers of the new generation will discuss their vision on what works best today. Expect forward-thinking views and inspirational stories.

11.00 12.00	<b>MIDEMNET ACADEMY</b>	<b>Digital Marketing for Under €1,000</b>
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*Location – MidemNet Academy, Hall 01*

*Speaker:*

Neil Cartwright, Managing Director, **Media Junction** (UK)

Fact: There are far more bands without money than those who have it. So, what is the best way to spend what you have? How can you use digital marketing to squeeze out every penny of value? What is essential and what can be left until you can afford it? Bring your questions along and get tips, suggestions and best value marketing advice.

11.00 12.30	<b>MANAGER</b>	<b>Managers – Match your Act to Leading Brands</b>
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*Location – MIDEM Managers' Village, Hall 01*

*Brand coaches:*

Valérie Chollet, Founder, **The Matching Room** (France)  
Natasha Kizzie, Head of Entertainment, **Euro RSCG KLP** (UK)

This year again, managers keen to boost their artists' relationships with brands must attend the brand-coaching sessions to get tutoring by leading marketing agencies, including The Matching Room and Euro RSCG KLP. The brand coaches will meet managers during face-to-face 15 minutes rendez-vous, to advise them on how to approach and work with brands.

Appointments will be made on site in the MIDEM Manager's Village, on a "first-come, first-served" basis beginning Sunday 24 January 2010.

11.30 13.00	MIDEMNET LAB	Pitch Session - Discover 2010's 15 Hottest Digital Music Start-Ups
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*Location – MidemNet Lab, Hall 01*

Music Ally and the MidemNet Lab judges have been looking for the most innovative start-ups that are bringing exciting new digital solutions to the music industry. These carefully selected 15 companies are business ready, with a business concept demonstrating real innovation and original thinking. Discover them on stage! They will each have 5 minutes to pitch their business to MIDEM delegates (on Sunday 24, Monday 25 and Tuesday 26 January mornings).

*MidemNet Lab selected companies:*

**Aviary/Myna** (USA) - [www.aviary.com/tools/myna](http://www.aviary.com/tools/myna)

**Awdio** (France) - [www.awdio.com](http://www.awdio.com)

**BandCentral** (UK) - [www.bandcentral.com](http://www.bandcentral.com)

**Band Metrics** (USA) - [www.bandmetrics.com](http://www.bandmetrics.com)

**DigiClef/Release Consulting** (UK) - [www.digiclef.com](http://www.digiclef.com)

**GoMix** (UK) - [www.gomix.com](http://www.gomix.com)

**Silence Media** (UK) - [www.silence-media.com](http://www.silence-media.com)

**Songkick** (UK) - [www.songkick.com](http://www.songkick.com)

**Streamjam/The Electric Sheep Company** (USA) - [www.streamjam.com](http://www.streamjam.com)

**Thesixtyone** (USA) - [www.thesixtyone.com](http://www.thesixtyone.com)

**Tracksandfields** (Germany) - [www.tracksandfields.com](http://www.tracksandfields.com)

**Tunewiki** (US) - [www.tunewiki.com](http://www.tunewiki.com)

Find out more on the selected companies at <http://www.midem.com/en/midemnet/midemnet-lab>.

11.30 12.00	PUBLISHING	Conversation with David Renzer, Universal Music Publishing Group
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*Location – Auditorium Esterel, Level 5*



David Renzer  
Chairman & CEO  
**Universal Music Publishing Group**  
(USA)

The Chairman and CEO of the industry's leading global music publishing operation discusses the opportunities and challenges facing music publishers today and business models to better service the needs of songwriters and copyright holders.

<b>11.30 13.00</b>	<b>IMAGES &amp; BRANDS</b>	<b>RipTide Listening Session</b> <i>In association with RipTide Music</i>
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*Location – Auditorium K, Level 4*

*Jury:*

Rich Goldman, Founder & President, **RipTide Music** (USA)  
Angel Mendoza, Music Supervisor, **AV Squad** (USA)

Would you like to get your music into movie trailers? Angel Mendoza, Music Supervisor at AV Squad, a US motion picture marketing firm, who has worked on the trailers for X-Men 1&2, No Country for Old Man, Inglorious Basterds... is looking for songs to use in upcoming theatrical trailers, TV Spots and DVD Trailers, for the film genres of romantic comedies; drama & horror; action & adventure.

Your song/music could be hard hitting industrial/electronica or rock; party vibe; dark and mysterious; uplifting and lighthearted; emotional. Rich Goldman and Angel Mendoza will play and discuss the best songs and music submitted for potential placements in upcoming movie trailer projects.

Submit your Mp3\* along with your contact information via email to [midem.submission@riptidemusic.com](mailto:midem.submission@riptidemusic.com) before 18 January 2010. Only original music will be considered, no sampling or third-party material is allowed.

\*for MIDEM 2010 clients only, 1 track per participant

<b>14.30 15.30</b>	<b>MIDEMNET ACADEMY</b>	<b>Managing your Artists' Online Presence – The Cost Effective 360 Degrees Approach</b> <i>In association with Music Ally</i>
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*Location – MidemNet Academy, Hall 01*

*Speaker:*

Juan Paz, Director of Special Projects, **Music Ally** (UK)

This session will present an overview of some of the easiest and cost effective ways of managing your artists' online presence. Learn how to build an artist website at little to no cost, discover the low cost digital store and merchandising options and find out the basic principle of Customer Relationship Management (CRM) and how to get the most out of email, mailing and CRM tools.

<b>14.30 16.00</b>	<b>IMAGES &amp; BRANDS</b>	<b>Grey Listening Session</b> <i>In association with Grey Worldwide</i>
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*Location – Auditorium K, Level 4*

*Jury:*

Joshua Rabinowitz, SVP Director of Music, **Grey Worldwide** (USA)

The world's #1 haircare brand puts music in front of millions every day. Can you write a head turning anthem-like instrumental track? The Grey Music Director and Pantene will evaluate submissions before MIDEM and create a Top 20 Playlist. Join Josh Rabinowitz at MIDEM Listening Session for presentation and evaluation.

Send your submission\* online at <http://midem.greymusicnyc.com/> before 19 January 2010. Submissions will be accepted on behalf of Pantene (P&G) for 2010 campaign consideration in North America and potentially beyond.

\*for MIDEM 2010 clients only, 1 track per participant

15.00 17.00	<b>MIDEMNET LAB</b>	<b>Matchmaking Session – Meet Face-To-Face With 2010’s 15 Hottest Digital Music Start-Ups</b>
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*Location – MidemNet Lab, Hall 01*

Music Ally and the MidemNet Lab judges have been looking for the most innovative start-ups that are bringing exciting new digital solutions to the music industry. Want to ask them your questions? This session will give you a chance to meet them on a one-to-one basis during 10 minutes, to get customised answers and find potential future business partner(s).

Five different companies to meet on Sunday 24, Monday 25 and Tuesday 26 January afternoon, with appointments booked onsite in the MidemNet Lab area, on a “first-come, first-served” basis beginning on Sunday.

*MidemNet Lab selected companies to meet:*

**Songkick.com** (UK) - Ian Hogarth, CEO & Co-founder

**Streamjam/The Electric Sheep Company** (USA) - Chris Carella, Chief Creative Officer

**Thesixtyone** (USA) - James Miao, Co-Founder

**Tracks & Fields** (Germany) - Christian Mix-Linzer, CEO

**TuneWiki** (USA) - Amnon Sarig, President

Find out more on the selected companies at <http://www.midem.com/en/midemnet/midemnet-lab>.

15.00 15.30	<b>Conversation with Edgar Berger, Sony Music Entertainment GSA &amp; Marek Lieberberg, Marek Lieberberg Konzertagentur</b>
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*Location – Auditorium Esterel, Level 5*



Edgar Berger  
CEO  
**Sony Music Entertainment GSA**  
(Germany)



Marek Lieberberg  
Founder & CEO  
**Marek Lieberberg Konzertagentur**  
(Germany)

Two German top level figures will unveil their respective view of the state of the German music market. They will debate what are today’s opportunities and challenges facing the German music industry as a whole - from recordings to live and management - and what is the right model to move forward.

15.00 16.00	<b>LEGAL</b>	<b>The IAEL Masterclass: Live Shows - Legal Issues On Stage</b> <i>In association with IAEL, International Association of Entertainment Lawyers</i>
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*Location – Auditorium H, Level 3*

*Chairman:*

Massimo Travostino, Lawyer, **Studio Legale Pecoraro-Travostino** (Italy)

*Speakers:*

Bernard Resnick, Attorney at Law, Bernard M. Resnick, Esq. P.C. (USA)

This year's IAEL Masterclass will analyse the rights and roles in live performance and the legal issues involved from contracts to advertising. It will explore who holds the live performance rights; the key concerns for artists, managers and promoters; and the relationships with other players from venue owners to publishers.

15.00 16.30	<b>MANAGER</b>	<b>Come &amp; Discuss with Peter Jenner</b> <b>Trading Conditions in 2010 for Managers &amp; Artists</b>
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*Location – MIDEM Managers' Village, Hall 01*

*Speaker:*

Peter Jenner, Emeritus President, **IMMF** (UK)

As former manager of Pink Floyd, T Rex, The Clash and today's manager of Billy Bragg, Peter Jenner keeps on exploring new business models and developments for artists, with a focus on the impact of new technologies. Come and discuss with him the state of play for managers and their artists in 2010 and debate one of his recent themes: how to ensure consumers can access artists' recordings in new and convenient ways, empowered by technology, whilst ensuring artists are remunerated.

15.30 16.30	<b>MIDEMNET ACADEMY</b>	<b>Beyond the Noise - How to Use Social Media to Market &amp; Promote your Music Business</b>
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*Location – MidemNet Academy, Hall 01*

*Speaker:*

Gerd Leonhard, CEO, **Media Futurist** (Switzerland)

This session will present how to use social media for promotional, marketing, advertising and selling purposes. It will deal with topics such as how to use Twitter, how to create a buzz around your social media presence by syndicating great content, how to use social media tools to expand your b(r)and across the web and how to get your fans and followers to do the work for you.

<b>Indie Summit</b>		
<i>In association with A2IM, AIM, BIMA, Impala, PIL, SOM, UFI, UPFI, VUT &amp; WIN</i> Chairman: Emmanuel Legrand, Media Consultant (UK)		
<b>16.00 16.30</b>	<b>INDIE</b>	<b>Conversation with Michael Gudinski, Mushroom Group of Companies</b>

*Location – Auditorium Esterel, Level 5*



Michael Gudinski  
Founder & Chairman  
**Mushroom Group of Companies**  
(Australia/New Zealand)

In 2010 when his Frontier Touring Company celebrates its 30th anniversary, come and hear the vision of this successful industry entrepreneur, responsible for launching Kylie Minogue on the road to global success, on a major challenge of today's music industry: how to diversify and maximize revenue streams as an independent and what is the role of live music in this respect.

<b>16.00 17.00</b>	<b>PUBLISHING</b>	<b>IAEL Publishing Workshop - Publishing &amp; Private Equity</b> <i>In association with IAEL, International Association of Entertainment Lawyers</i>
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*Location – Auditorium K, Level 4*

*Speakers:*

Robert W Allan, Partner, **Michael Simkins LLP** (UK)  
Paddy Grafton Green, Partner, **Michael Simkins LLP** (UK)  
Michael Sukin, Founder, **Sukin Law Group** (USA)

Music finance and private equity investment into music publishing has been a constant theme for industry discussion in recent years. But what has been the impact of the credit crunch? Hugely experienced experts from London and New York will explain key legal questions such as the way investors control the businesses, how to approach valuations, what issues to look out for in due diligence and will be there to answer the audience's questions.

16.30 17.30	MIDEMNET ACADEMY	<b>A Growing Marketplace?</b> <b>An In-Depth Look at the New Digital Tools Applied to Live Music</b>
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*Location – MidemNet Academy, Hall 01*

*Speaker:*

Denzyl Feigelson, Consultant, advisor to brands such as iTunes & Coca-Cola and Founder & CEO, **AWAL** (UK)

Find out which innovative digital tools can provide the best possible live music experience to fans. Social media, ticketing, fan involvement, pricing models, accessibility and mobility, mobile tools, creative agenting... these are all the categories to be discussed, inspired by real examples. Don't forget to bring your questions along!

16.30 17.30	INDIE	<b>Searching for New Business Models – Indies Show the Way</b>
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*Location – Auditorium Esterel, Level 5*

*Speakers:*

Andrew Bergman, EVP & General Counsel, **Downtown Music** (USA)

Garry Blackburn, Managing Director, **Anglo Management/Southern Fried Records** (UK)

Bernie Cho, President, **DFSB Collective** (Korea)

Kevin Day, President, **Rocket Science** (USA)

Johan Vosmeijer, CEO, **SellaBand** (The Netherlands)

Flexibility and capacity to react quickly have always been trademarks of indie labels. These qualities are even more important today as the new digital environment imposes new business models and offers many new opportunities. But how can indie labels make the best of today's challenging situation? This panel will present the views of a wide range of music industry entrepreneurs who have all tried to make their way in today's brave new world.

**Wednesday 27 January 2010**

10.00 11.00	MIDEMNET ACADEMY	<b>What are the Opportunities for New Businesses in Today's Digital Ecosystem?</b>
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*Location – MidemNet Academy, Hall 01*

*Speaker:*

Jeremy Silver, CEO, **Mediaclarity** (UK)

To master today's fast-moving music environment, it is more essential than ever to understand the new digital ecosystem, who are the players involved and how do they relate to each other. This is also the condition to embrace at best a whole range of new business opportunities. Find out what they are - from discovery and A&R to remixing and advertising – and ask all your questions on how this new ecosystem works.

10.00 11.00	INDIE	<b>Get Plugged — Discover New Digital Visions from Indies</b>
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*Location – Auditorium K, Level 4*

*Speakers:*

Tom Allen, Digital Manager, **Essential Music & Marketing** (UK)  
Wally van Middendorp, SVP International, **Roadrunner Records** (The Netherlands)

In the digital world, there is not one single solution. In fact, there are probably as many options as there are situations. And consumers have made it quite clear that they are willing to experiment with new ways of accessing their favourite music. This workshop will present the different ways music can be packaged and marketed using digital outlets to reach out to the consumers, through innovative digital case study presentations. All questions welcomed!

11.00 12.00	MIDEMNET ACADEMY	<b>IAEL Legal Workshop - Digital Licensing</b>
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*Location – MidemNet Academy, Hall 01*

*Speakers:*

Anne-Marie Pecoraro, Partner, **Aklea** (France)  
Roland Kluger, CEO, **KP/SLF** (Belgium)

This session provides a practical focus on the range of commercial and legal issues which digital continues to pose. Both speakers will lead an interactive review on the real nuts and bolts of digital: rights and royalties, deals and DRM, contracts and collecting societies. Bring your questions along and share them with the experts.

11.00 12.00	INDIE	Breaking the Japanese Market - Tips for Making it Big over There!
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*Location – Auditorium K, Level 4*

*Speakers:*

Layli Odamura, UK Office Representative, **Creativeman Productions** (UK/Japan)

Aya Ohi, Head of International Operations for International Repertoire & Business Affairs, **JVC Victor Entertainment** (Japan)

Nobuhiro Sato, President, **Label Gate** (Japan)

Haji Taniguchi, Director & Member of the Board, International Strategy & IP Strategy, **Avex Group Holdings** (Japan)

Japan is the world's second largest music market and has its own idiosyncrasies. What are the products that get traction in Japan? Is shipping finished goods to a local distributor a better option than licensing? What is the best way to get media exposure? Can live music break new acts? And which are the most popular digital outlets? All the questions you may have and more will be answered by respected experts.

11.00 12.30	MANAGER	Crossing Borders with the Scandinavian MMF's
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*Location – MIDE M Managers' Village, Hall 01*

Come and discover the strategies for establishing your artist(s) in Scandinavia. Find out what are the latest digital opportunities and get advice on the live scene in this area from MMF Norway, MMF Sweden and MMF Finland.

12.00 13.00	MIDEMNET ACADEMY	Marketing, Measuring & Managing Data
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*Location – MidemNet Academy, Hall 01*

*Speaker:*

Shamal Ranasinghe, Co-Founder, **Topspin** (USA)

Today's digital world offers artists an unprecedented amount of data and information. While this presents enormous opportunity, the industry struggles to organise, manage, and mine it for meaningful use. Find out what tools are available today to organise and manage your digital footprint, what are the techniques for measuring your marketing efforts and web site activity (including response rates) and how to analyse this information to make actionable decisions. All questions welcomed!

<b>14.30 15.30</b>	<b>MIDEMNET ACADEMY</b>	<b>Building &amp; Maintaining a Digital Community in the Classical Music World</b> <i>In association with IMZ</i>
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*Location – MidemNet Academy, Hall 01*

*Speaker:*

John Kieser, General Manager, **San Francisco Symphony** (USA)

Online strategy has become an area of increasing importance to performing arts organisations as an advanced communication platform to build brand awareness and create deeper audience engagement. Social Media tools such as Facebook, Twitter, YouTube, blogs, and online communities allow artists, labels and cultural institutions to broaden their reach and engage their audiences in more meaningful ways than traditional media channels alone. Learn with one of the leading protagonists in this field how to build and maintain a digital community in the classical music world and ask all your questions.

<b>14.30 16.00</b>	<b>IMAGES &amp; BRANDS</b>	<b>DJ Hero® Listening Session</b> <i>In association with Activision/Blizzard</i>
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*Location – Auditorium K, Level 4*

*Jury:*

Sergio Pimentel, International Music & Licensing Manager, **Activision/Blizzard** (UK)

Tim Riley, VP, Music Affairs, **Activision/Blizzard** (USA)

Brandon Young, Senior Manager, Music Affairs, **Activision/Blizzard** (USA)

This session offers participants a rare chance to get their song mashed up in the next DJ Hero®. Activision/Blizzard is looking for “various styles ranging from electronica, hip-hop, rock and other genres useable in a DJ set that would make great gameplay!” Submit your track and a jury of industry professionals will judge the 10 finalists selected from among the submissions.

Submit your music digitally through Sonicbids at [www.sonicbids.com/midemactivisiondjhhero](http://www.sonicbids.com/midemactivisiondjhhero) before 19 January 2010... Latecomers can also submit their track on site (CD format) in the DJ Hero® Drop Box (Level 0 next to the elevator, entrance of the Speaker Club & Lounge).