



YOUR “HOW TO USE” GUIDE TO MIDEM+ 2010

23-27 January 2010 – Palais des Festivals, Cannes

How do I make the most out of MIDEM+?

- Access your exclusive **MIDEM+ Area** where you can network and enjoy a range of **privileged services**
- Don't forget to book your meetings with MIDEM+ Experts, selected for real-life achievements in new business, and with MidemNet/MIDEM speakers, who will offer you face-to-face consulting sessions to answer the questions that matter most to you.
- Don't miss **special Insights** by attending the independent Forrester report exclusively prepared for MIDEM+
- Participate in Sunday's unique brainstorming session on new business ideas for the music industry
- Take advantage of the Sunday's **MIDEM+ Networking Lunch**

Where is the MIDEM+ Area?

The MIDEM+ Area is **located in the heart of the tradeshow, in the Hall 01.**

The MIDEM+ Area is **open from 9.30 to 19:00** from Saturday January 23rd to Wednesday January 27th.

Where do MIDEM+ activities take place?

Most of the MIDEM+ activities will take place in the MIDEM+ Area (including the MIDEM+ Networking Lunch).

The two Insight sessions take place in the Press Room 1 (Level 3 of the Palais des Festivals) on the morning of Sunday January 24th (i.e. the presentation of the exclusive Forrester report & the brainstorming session on new business ideas with Techdirt).

How do I make the most out of the MIDEM+ Connectors?

MIDEM+ Connectors will be present in the MIDEM+ Area to help you identify the MIDEM+ Experts you should meet & the right people for your business. Meet all of them at the MIDEM+ Area's Bar, for an informal networking on Saturday January 23rd or in the MIDEM+ Area during the following days.

How do I book my meetings with MIDEM+ Experts?

Sign up for your face-to-face meetings with relevant MIDEM+ Experts at the **MIDEM+ Area's Welcome Desk**. Bookings are made on a “first come, first served” basis, beginning Saturday 23 January, 2010.

What is a meeting with a MIDEM+ Expert like?

The MIDEM+ Expert is there to give you business advice on his topic of expertise. You will have 15 minutes to ask all of your questions on this topic.



What are the topics on which MIDEM+ Experts can give me advice?

- **Digital Marketing** – Discover the best ways to promote your business using digital & mobile channels
- **Working with Social Media** – Understand how to market your music/artists & enable effective communication with fans on social platforms like Facebook, MySpace, Twitter....
- **Building your Artist/Music Marketing Plan** – Learn how to assemble unique actions to promote your business/artist & build the strongest possible marketing plan
- **Online Licensing** – Get insights about the best licensing opportunities for your content on digital platforms
- **Working with Brands** – Understand the fundamentals of how to approach & interest brands to your business
- **Synchronisation** – Explore how to maximise sync opportunities for your music & artists
- **Take Your Business to the Next Level** – Get advice on how to help your business grow at all levels (business strategy, partners...)
- **Looking for Funding** – Learn which funding possibilities exist & how to access them
- **Technical Advice on Digital Topics: Meet the Digital Geniuses** – Receive concrete technical tips to enhance your digital presence and know-how

How can I book my meetings with the proposed MidemNet/MIDEM Speakers?

Book your appointments prior to the event please contact julie.guinard@reedmidem.com (targeted emails have been sent to all MIDEM+ delegates). Remaining availabilities will be booked on site at the MIDEM+ Area registration desk on a "first-come, first-served" basis beginning Saturday 23 January.

What's happening at the MIDEM+ Networking Lunch on Sunday January 24?

The MIDEM+ Networking Lunch is the perfect moment for MIDEM+ delegates to meet & mingle with their peers, MIDEM+ Experts & Connectors, while enjoying a buffet-style lunch.

Which services do I benefit from as MIDEM+ delegates?

- Conference simulcasting in the MIDEM+ Area
- MIDEM+ Area's Complimentary Bar
- Free wireless Internet in the MIDEM+ Area
- Fast-track access to MidemNet conferences



Saturday 23 January 2010

15.00
17.30

BUSINESS CONSULTING SESSIONS - MEET THE EXPERTS

Location – MIDEM+ Area, Hall 01

Sign up for your 15-minute face-to-face consulting sessions at the MIDEM+ area registration desk. Bookings are made on a “first come, first served” basis, beginning Saturday 23 January.

WORKING WITH SOCIAL MEDIA



Vincent Monney, Owner, **VS Music** (France)

market actors.

Aiming to optimise producer investments and artist recognition, Vincent animates communities and creates content to build strong links between artists and consumers. He helps Japanese bands develop fan base collaboration, manages official artist social network sites and builds strong communities to increase interest from key French



Jeff Pulver, Founder & Chairman, **pulver.com** (USA)

Jeff is a globally renowned thought leader, author, visionary and entrepreneur. He is an early investor in Twitter, and creates and hosts the 140 Characters Conference, looking at twitter as a platform and as a language we speak, and explore the effects of the real-time Internet on Business.

ONLINE LICENSING



Jeff Liebenson, Counsel, **Herrick Feinstein** (USA)

Jeff has been active in crafting significant digital licensing agreements, such as representing Sony in establishing its Pressplay service & EMI in its first agreement with Apple for the iTunes Music Store, and currently negotiates with the record industry and music publishers on behalf of digital services.



Heidi Vaquerano, Attorney, **LaPolt Law, P.C.** (USA)

Heidi Vaquerano, an attorney at LaPolt Law, P.C., has developed extensive experience representing independent artists with licensing their works to online music services such as InGrooves, Pump Audio and Grooveshark in addition to assisting them in obtaining and clearing all necessary rights for various online uses.

TECHNICAL ADVICE ON DIGITAL TOPICS: MEET THE DIGITAL GENIUSES



Toby de Havilland, Software Developer, **AWAL** (UK)

Digital Technologies - Commercial Web, Mobile Development, Android & iPhone APPs.

Toby is currently working as a consultant to companies embarking on large scale web / mobile applications, including the Carling iPint iPhone application, Womad Festival iPhone application and the doof.com online community. He is an active member of many open source projects and communities, constantly staying on top of the latest trends and technologies.



Patrick Ross, Head of Marketing, **AWAL** (UK)

Social Media Networking.

Utilizing his record label experience and BBA in music business from Belmont University, Patrick founded Delta-9 Web Design and Delta-9 Online (with Nettwerk as a client), specializing in web presence management for artists & labels. Patrick now oversees social network management, digital marketing and online campaign implementation within AWAL.



Jack Stephens, Project Coordinator, **AWAL** (UK)

Digital Marketing Strategies - Marketing Plans & Campaigns, Presentations, Apps.

Having grown up in and around the music business, Jack now works as part of the AWAL team managing digital distribution campaigns for brands such as Coca-Cola and helps to raise online awareness of numerous bands and artists like Madness and Baaba Maal.



Mark Thomas, CTO, **AWAL** (UK)

Digital Technologies - iPhone Apps, Viral Techniques, Web 3.0.

Mark built and delivered iPhone Applications for Madness, WOMAD and Master Shortie. He also designed and built AWAL Artist Portal – a comprehensive statistical analysis tool for optimising artist marketing strategies – and co-developed AWAL License platform – a tool allowing labels to submit specific tracks to licensing brief.

18.00 18.30	MEET THE CONNECTORS
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Location – MIDEM+ Area, Hall 01

MIDEM+ Connectors help you meet the right people for your business. Meet them and other MIDEM+ participants at the MIDEM+ Area’s bar, for an informal networking.



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



Monday’s Connector is Bruce Houghton, President, **Skyline Music**, & Editor, **Hypebot.com** (USA)



Tuesday’s Connector is Ted Cohen, Managing Partner, **TAG Strategic** (USA)



Sunday 24 January 2010

MIDEM+ CONNECTOR OF THE DAY – DENZYL FEIGELSON

Location – MIDEM+ Area, Hall 01

MIDEM+ Connectors help you meet the right people for your business.

These recognised, well-connected professionals are available all day in the MIDEM+ Area, to help you identify valuable MIDEM+ Experts and participants for your business.

Sunday's Connector is Denzyl Feigelson, Consultant, advisor to brands such as **iTunes & Coca-Cola** and Founder & CEO, **AWAL** (UK):



A lifelong musician from South Africa, Denzyl Feigelson has guided some of the African continent's most successful artists and was instrumental in the worldwide success of Paul Simon's "Graceland album & tours. He has been a strategic advisor to Apple since 2001, being an integral part of the iTunes success & is currently producing the annual iTunes Festival in London, now into its 4th year. Denzyl is the founder and President of AWAL.COM (Artists Without A Label), representing a catalogue of over 4,000 artists, and is also a consultant for other brands such as Coca-Cola, Nike & Ralph Lauren.

10.00
12.00

MEET WITH MIDEMNET / MIDEM SPEAKERS

Location – MIDEM+ Area, Hall 01

Here is your exclusive chance to book your 10-minute personal face-to-face meeting with top industry professionals and ask questions that only they can answer.

Appointments are booked prior to the event. Remaining availabilities will be booked on site at the MIDEM+ Area registration desk, on a "first-come, first-served" basis beginning Saturday 23 January.

The following Speakers are looking forward to meeting with you...



Jonathan Benassaya
CEO
Deezer
(France)



Ted Cohen,
Managing Partner
TAG Strategic
(USA)



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



Alexander Ljung
CEO & Founder
SoundCloud
(Germany/UK)



Terry McBride
CEO
Nettwerk Music
Group
(Canada)



Tim O'Brien,
Head of Business
Development
Tapulous
(USA)



11.30
12.00

**THE MUSIC INDUSTRY MELTDOWN –
AN INDEPENDENT FORRESTER REPORT EXCLUSIVELY PREPARED FOR MIDEM+**

Location – Press room 1, Level 3

Key analysis from the new independent Forrester study 'The Music Industry Meltdown' is presented for the first time at MIDEM+, unveiling what the declining physical sales, the slowing of the paid-for market & the highest consumer demand for music mean for the future of the music industry & how changing revenue streams are impacting the media industry at large.

A digest of the new Forrester report will be made available exclusively to the MIDEM+ delegates after the event, together with the presentation & Forrester reports on "The Napster Legacy: File Sharing 10 Years On" and on "Monetizing Social Music - Choosing The Right Product And Services Strategy".

Speaker:



Mark Mulligan, VP & Research Director, **Forrester Research** (UK)

At Forrester Research, Mark serves Consumer Product Strategy professionals. He is a leading expert on music and digital media. Mark came to Forrester through its acquisition of Jupiter Research, where he ran Jupiter's European research and data teams. Prior to joining Jupiter Research, Mulligan spent five years working in media consultancy and market research, managing projects and delivering international projects.

12.00
13.00

BRAINSTORMING SESSION – NEW BUSINESS MODEL IDEAS FOR MUSIC

Location – Press room 1, Level 3

Mike Masnick, speaker of MidemNet 2009's most talked about presentation on Trent Reznor/Nine Inch Nails Business Model (<http://www.youtube.com/watch?v=Njuo1puB1lg>), invites you to join him for a participative brainstorming session about new business model ideas for the music industry.

How will this work? After a brief introduction of the session, you will brainstorm in groups of ten people on the setting up of these new business models, during 45 minutes. Don't hesitate to bring examples of artists and companies' business models that you wish to explore! At the end of the session, Mike & Dennis will give first-hand comprehensive feedback of your work. You will then receive a detailed analysis of all compiled ideas after the MIDEM+ event... A Must Attend Session!

Speaker:



Michael Masnick, Editor of **Techdirt Blog** and President & CEO, **Floor64** (USA)

Mike is the founder and CEO of Floor64, building up the core idea into reality and recruiting the management team. In addition to providing the strategic direction for the company, Mike oversees all editorial aspects of the Floor64's public and customer sites. Mike's insight into the realms of business, technology economics and public policy are the basis for his frequent posts to the award-winning Techdirt blog. The widely followed, often quoted blog was launched in 1997. Prior to founding Floor64, Mike worked in business development and marketing at Release Software, an e-commerce startup, and in marketing at Intel. Mike has a bachelor's degree in Industrial and Labor Relations and an MBA -- both from Cornell University.



Dennis Yang, VP, Product Development, **Floor64** (USA)

Dennis is responsible for managing the development of Floor64's suite of insight management tools for both its corporate clients and the public websites, from both the business and technology side. Dennis joined Floor64 after seven years at mySimon, a division of CNET Networks. As Associate Vice President, Dennis was responsible for the overall management, operations, and development of the mySimon comparison shopping site. Prior to that, he was the Director of Engineering for mySimon. Dennis first cut his teeth at Andersen Consulting, and holds a B.S. from Cornell University. Dennis authors his own personal blog, eponymously at dennisyang.com.



13.00 14.30	MIDEM+ NETWORKING LUNCH
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Location – MIDEM+ Area, Hall 01

A unique occasion to enjoy a buffet-style lunch while networking with MIDEM+ delegates, Connectors and Experts, in a relaxed atmosphere.

15.00 17.30	BUSINESS CONSULTING SESSIONS - MEET THE EXPERTS
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WORKING WITH SOCIAL MEDIA



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

Rachel helped to launch over 300 social networks, blogs, and fan pages for Artists such as Linkin Park, 50 Cent and Radiohead. She is looking forward to helping you think about how to use social media products and services in order build an effective direct-to-fan marketing and sales channel.

DIGITAL MARKETING



Vincent Monney, Owner, **VS Music** (France)

In charge of development for major European, Japanese and French indie labels, Vincent creates new processes for building artist-consumer relationships, including special video game OST applications for mobile phones, dedicated B2B websites for improving publishing repertoire use and new digital tools to promote interaction between a song/event and the media.

ONLINE LICENSING



Matt Smith, Head of Licensing, **AWAL** (UK)

Matt led the strategy and development of a licensing platform and rights collection service for one of the UK's largest digital distribution companies. He also successfully pinpointed new profit centers compatible with AWAL's existing business model, and created additional value for them and their clients.



Evelyne Vierstraete, e-Business Director, **Lyra Media Group** (France)

Evelyne has managed the Digital Departments of several French independent labels. As head of the E-Business Department of Lyra Media Group, she currently negotiates with major companies, as well as French and international independent labels. She also works with both international and local DSPs and operators; succeeding to sign innovating deals for creative business.



TECHNICAL ADVICE ON DIGITAL TOPICS: MEET THE DIGITAL GENIUSES



Toby de Havilland, Software Developer, **AWAL** (UK)

Digital Technologies - Commercial Web, Mobile Development, Android & iPhone APPs.

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15.30
16.30

Join the Conversation with Denzyl Feigelson

Location – MIDEM+ Area, Hall 01

Denzyl invites you to join him at the MIDEM+ Area's Complimentary Bar, to partake in an open discussion focused on: **The music business is now more than just music - what other avenues should artists and labels be focused on?**

Host



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



Monday 25 January 2010

MIDEM+ Connector of the Day – Bruce Houghton

Location – MIDEM+ Area, Hall 01

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These recognised, well-connected professionals are available all day in the MIDEM+ Area, to help you identify valuable MIDEM+ Experts and participants for your business.

Monday's Connector is Bruce Houghton, President, **Skyline Music**, & Editor, **Hypebot.com** (USA):



Bruce Houghton is the President of booking agency Skyline Music and blogs daily on music and technology at Hypebot.com. He founded the full service booking agency Skyline Music in 1984 and began blogging about upheaval in the music industry in 2005. Skyline represents a unique middle ground between the major agencies and the smaller boutiques. Its team of 11 offers aggressive and personalized services to a diverse roster of select artists including Arturo Sandoval, Paula Cole, Poco, Roger McGuinn, and just 35 others. As part of the agency's mission to help clients navigate the shifting music industry landscape, Houghton began chronicling these changes on his blog Hypebot.com. His daily updates and commentaries have grown to become the premier source of news and commentary at the intersection music and technology. Houghton also sits on the MidemNet Visionary Chair Committee as well as the advisory boards of Band Metrics and The New Music Seminar.

10.00
12.30

Business Consulting Sessions - Meet the Experts

Location – MIDEM+ Area, Hall 01

Sign up for your 15-minute face-to-face consulting sessions at the MIDEM+ area registration desk. Bookings are made on a "first come, first served" basis, beginning Saturday 23 January.

DIGITAL MARKETING



Morvan Boury, CEO, **Opendisc** (France)

Morvan has been pioneering digital marketing in entertainment through initiatives including: the 1996 launch of the first label portal in France focused on independent labels and artists; the Daft Club permission marketing campaign for the international release of Daft Punk's "Discovery" album in 2001; the 2005 creation of the first Consumer Relationship Management (CRM) department in a major music label in France; the deployment of CRM and CMS solutions across Europe and early strategic partnerships with digital media players such as Google and MSN.



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

After heading New Media at Sony Music UK for 9 years, Neil is now managing Media Junction, one of the UK's leading marketing agencies in arts & entertainment, where he helps artists like Jamiroquai, The Prodigy, companies like ATC Management and Mama Group connect to their audience through websites, social media and widgets.



Martin Duval, CEO, **bluenove** (France)

Martin worked at Orange and invested in Mobivillage (a ringtones platform) in 2001. He launched the Mobile Music Portal in 2005 and handled Madonna's promotion of "Confessions on a Dance Floor", as well as the SMS Jukebox project. At bluenove, he is responsible for mobile and Web 2.0, and works on innovative social networks projects.



Simon Quance, Head of Planning, **HyperlaunchDMG** (UK)

In the last 18 months, Simon & Hyperlaunch have won awards for their PR & Social Media campaigns for Scouting For Girls & Warner Bros movie "The Hangover" along with the Annie Lennox website. Hyperlaunch built the new Glastonbury Festivals site, the only external agency to have ever been given this work, and delivered digital campaigns for over 100 UK releases including 12 No.1's and have driven tens of millions of viral game plays.

BUILDING YOUR ARTIST/MUSIC MARKETING PLAN



Mathieu Drouin, Partner, **Crystal Math Management** (Canada)

Matt is an advisor to Metric - who have set up their own global label to self-release future albums, available in 18 countries. He helps Metric to land on US Top 20 radio, performed on David Letterman, placements in video games, major motion pictures and hit TV shows. He also helps Metric to expand to over 120,000 mailing list names, 1000% website traffic increase, and very lucrative direct-to-fans online music sales.



Adam Rabinovitz, VP of Marketing, **IODA** (USA)

Adam works with more than 400 retail partners worldwide to collaborate on sales and marketing campaigns for IODA labels, selecting the ideal services for each release and the most effective approach for maximizing labels' digital strategies. Recent examples include Latin sensation Aventura, #1 charting Reggae band Easy Star All Stars and the esteemed London Symphony Orchestra. He creates unique licensing and branding opportunities for independent artists with multi-national companies including Microsoft/Zoon, Real Networks' Rhapsody, Apple/iTunes, Sprint and Verizon.



Gareth Davies, Head of International, **Kontor Records** (Germany)

For the past 5 years, Gareth has been developing Kontor's international network and overseeing the global marketing campaigns for artists such as SCOOTER and ATB, both platinum-selling artists in different territories across Europe. Based in the Hamburg HQ, he works closely with designated licensing partners around the world. For the reintroduction of SCOOTER to the UK market, he accompanied the band on 2 tours to the British Isles either side of the album release, which entered the charts at #1.



Emily White, Co-Founder, **Whitesmith Entertainment** (USA)

Emily developed The Dresden Dolls worldwide and used those indie grassroots strategies at Live Nation Artists, launching Zac Brown's debut album into the Billboard Top 20. Now, she is working on comprehensive album releases with Family Of The Year, Sydney Wayser and more.



15.00
17.30

BUSINESS CONSULTING SESSIONS - MEET THE EXPERTS

Location – MIDEM+ Area, Hall 01

Sign up for your 15-minute face-to-face consulting sessions at the MIDEM+ area registration desk. Bookings are made on a “first come, first served” basis, beginning Saturday 23 January.

LOOKING FOR FUNDING



Jean Bourcereau, General Partner, **Ventech** (France)

Jean brings to Ventech his expertise in Hardware and Communications as well as his knowledge of business models and keys actors of these industries, focusing on the evolution of digital entertainment & music in particular and backing innovative efforts such as Musiwave (full length music downloads for mobile phones), MxP4 (interactive and personalized music experience), Believe Digital (digital distributor and service provider for artists and labels) or Awdio.com (Live Music 24/7!)



Dave Goldberg, CEO, **SurveyMonkey** (USA)

Having worked in venture capital, started a company and been an active angel investor, Dave has a unique perspective to provide to entrepreneurs. He is an investor in Tunewiki, Dashbox, Viagogo and Qloud (sold to Buzznet) in the music space as well as Videosurf, Fanbase, Ancestry.com, GMG Entertainment, and ShopItToMe.com.



Nenad Marovac, Managing Partner, **DN Capital** (UK)

As founder of DN Capital, an investment boutique focusing on investments in software and digital media in Europe and the US, Nenad helps companies (like Eyeka, Shazam Entertainment and Digital Chocolate) become global leaders in their respective markets, provides early-stage capital to entrepreneurs, and growth equity to fast-growing companies in the software and digital media sectors.

TAKE YOUR BUSINESS TO THE NEXT LEVEL



Khalid Amin, Managing Director – Europe, **TAG Strategic** (UK)

Khalid has advised and counseled clients in the UK, Europe and the US on commercial strategy, business development and deal flow acceleration. He has worked closely with independent and major labels, operators, music service providers, technology platforms and artists, with a particular focus on the UK, one of the world's most important music markets. He has helped facilitate dialogue between companies and executives seeking the right strategic and tactical partners and maintains a strong network of contacts across the entertainment industry. Khalid oversees TAG's business activities in Europe, working closely with TAG's wide network of clients, partners and friends.



Gilles Babinet, Entrepreneur & Chairman, **Eyeka/Mxp4/Awdio** (France)

Gilles has successfully created and managed various businesses as CEO, including: Eyeka, a platform where 75,000 video makers respond to pitches posted by brands; Mxp4, which is developing a new interactive music format; DigiCompanion, which uses film and music to organize marketing operations for brands and Sawnd, a music publishing company that helps musicians increase their Internet presence. Gilles has expertise in building a company from the seed phase, moving from a national to a global level and evaluating content usage on the Internet.



Michael Sukin, Founder, **Sukin Law Group** (USA)

Michael has counseled clients consistently in the expansion of their business including Universal Music Group's largest acquisitions (BMG Music Publishing and Univision Records). He has offered similar advice to companies throughout Europe and Asia.

15.30 16.30	JOIN THE CONVERSATION WITH BRUCE HOUGHTON
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Location – MIDEM+ Area, Hall 01

Bruce invites you to join him at the MIDEM+ Area's Complimentary Bar, to partake in an open discussion focused on: **“Did I miss anything? - What trends and companies, including those you've seen at MIDEM, do we need to pay the most attention to in the next year?”**

Host:



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



Tuesday 26 January 2010

MIDEM+ CONNECTOR OF THE DAY – TED COHEN

Location – MIDEM+ Area, Hall 01

MIDEM+ Connectors help you meet the right people for your business.

These recognised, well-connected professionals are available all day in the MIDEM+ Area, to help you identify valuable MIDEM+ Experts and participants for your business.

Tuesday's Connector is Ted Cohen, Managing Partner, TAG Strategic (USA):



When you start a career on the road with The Sex Pistols and Van Halen, you're prepared for the unexpected! Known throughout the technology and entertainment industries as "part ambassador and part evangelist," Ted Cohen was instrumental in crafting the licensing agreements upon which the Rhapsody subscription service and the iTunes Music Store were built. As SVP of Digital Development & Distribution for EMI Music, he served as both a strategist and key decision-maker for EMI's global digital efforts. Since then, he led next-generation digital business development worldwide.

10.30 - 12.30 MEET WITH MIDEMNET / MIDEM SPEAKERS

Location – MIDEM+ Area, Hall 01

Here is your exclusive chance to book your 10-minute personal face-to-face meeting with top industry professionals and ask questions that only they can answer.

Appointments are booked prior to the event. Remaining availabilities will be booked on site at the MIDEM+ Area registration desk, on a "first-come, first-served" basis beginning Saturday 23 January.

The following Speakers are looking forward to meeting with you...



Mathew Daniel
VP
R2G/Wa3.cn
(China)



Ian Rogers
CEO
Topspin
(USA)



Seymour Stein
Chairman & CEO
Sire Records
(USA)



Johan Vosmeijer
CEO
SellaBand
(The Netherlands)

15.00
17.30

BUSINESS CONSULTING SESSIONS - MEET THE EXPERTS

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WORKING WITH BRANDS



Jon Cohen, Co-CEO, **Cornerstone** (USA)

Since created Cornerstone in 1997 with Rob Stone, Jon Cohen successfully applies his music marketing savvy to launch emerging brands and re-energize high profile consumer brands such as Nike, Microsoft, Levi's & Disney. In 1998, Jon & Rob also launched the FADER magazine, credited with launching the careers of The White Stripes & Kanye West.



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

Within the brand communication agency Heartbeats International, Jakob develops music strategies for leading brands like Absolut Vodka and Heineken. Currently he is working on the first book on music branding entitled, 'Sounds like branding' to be released early 2010.



Mike Tunnicliffe, Partner / Entrepreneur, **Filament Entertainment Group / Tuna Music** (USA)

As a former advertising agency CEO with extensive global branding and marketing experience, Mike works directly with major consumer brands, A-list artists and celebrities to develop new revenue generating and branding opportunities. He was nominated by several international advertising magazines as 'one of the top 100 most influential people in global advertising and marketing'.

SYNCHRONISATION



Marisa Baldi, West Coast Partner, **Zync Music** (USA)

Marisa has successfully placed music in films such as “Twilight”, “Sex in the City” and “Narnia”. She is also working on the music for current trailer campaigns, including “Where the Wild Things Are”, “Julie & Julia” and “The Invention of Lying”. She has placed music in dozens of feature TV shows (“Grey’s Anatomy”, “Gossip Girl”, “Ugly Betty”, “CSI Miami”, “True Blood”, “Weeds”, etc.) and in video games (“FIFA 2010”, “Need for Speed”, “Gran Turismo”, etc.).



Jean-Christophe Bourgeois, General Manager, **Sony/ATV Music Publishing** (France)

Jean-Christophe joined Sony/ATV Music Publishing in 1994 to build the company's Marketing and Sync department. Taking on A&R duties in 1998, he went on to sign and develop the careers of a wide array of artists, ranging from multi-platinum, MTV Award-winner Kyo to 2008 World Music Award-winner DJ Laurent Wolf. At the same time, he managed the Sync department, most notably teaming up for 5 years with Euro-RSCG BETC to establish the Orange brand in France through the use of several Beatles copyrights.



Sanne Hagelsten, East Coast Partner & Founder, **Zync Music** (USA)

Sanne has successfully placed music in ads for brands such as Apple, Jaguar, Target, Absolut and Victoria's Secret, and in TV shows such as "CSI", "Entourage", "Nip/Tuck" and "Californication".



Amelia Hartley, Music Supervisor, **Endemol** (UK)

Amelia has been Music Supervisor at Endemol UK for 12yrs and has music supervised over 30'000 hrs of content across all broadcast platforms. She has worked with all the major broadcasters in the UK and around the world, been at the forefront of blanket negotiations with rights owners in the UK, she has worked with many brands such as iTunes, Nokia and Vodafone on creating music content for broadcast.

15.30 16.30	JOIN THE CONVERSATION WITH TED COHEN
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Location – MIDEM+ Area, Hall 01

Ted invites you to join him at the MIDEM+ Area's Complimentary Bar, to partake in an open discussion focused on: **Artist development in the digital era, how to rise above the noise.**

Host:



Ted Cohen
Managing Partner
TAG Strategic
(USA)



Wednesday 27 January 2010

10.00 12.00	BUSINESS CONSULTING SESSIONS - YOUR LAST CHANCE TO MEET THE EXPERTS
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Location – MIDEM+ Area, Hall 01

Sign up for your 15-minute face-to-face consulting sessions at the MIDEM+ area registration desk. Bookings are made on a “first come, first served” basis, beginning Saturday 23 January.

WORKING WITH SOCIAL MEDIA



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

Rachel helped to launch over 300 social networks, blogs, and fan pages for artists such as Linkin Park, 50 Cent and Radiohead. She is looking forward to helping you think about how to use social media products and services in order build an effective direct-to-fan marketing and sales channel.

DIGITAL MARKETING



Diego Prusky, President, **In-Style! Digital Marketing** (USA)

As InStyle DM's President, Diego implemented the infrastructure and digital marketing services for EMI Latin America across multiple countries, a multi-language campaign and intensive management of the social networks of latin band RBD that reached 2 million visitors per month and 600,000 fans, and recently designed and executed a strategy for Jencarlos Canela's social networking sites that resulted in more than 10,000 fans and 8,000 records sold within its first week online.

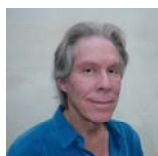
BUILDING YOUR ARTIST/MUSIC MARKETING PLAN



David Loscos, Managing Director, **Tenzing Media** (Spain)

Throughout his music business career as consultant, manager and postgraduate director, David has overseen, designed and executed all music genres' marketing plans. From SKA-P or Carlos Núñez to Auxilar's "Superherois" (an electro pop act from Barcelona worldwide released), he has pursued to build all marketing strategies upon good songs and international development.

SYNCHRONISATION



Rich Goldman, Founder & President, **RipTide Music** (USA)

Working for Riptide Music which represents the work of several hundred accomplished composers, Indie-bands, artists and singer-songwriters for one-stop licensing in television, movie trailers, films, video games and advertising, Rich has secured some placements in TV series (90210, Entourage, Bones), trailers (District 9, Jennifer's Body, Inglorious Bastards), games (Guitar Hero 5, MLB 2009, Don King: Prizefighter) and commercials (Nestle, Burger King, K-Swiss).



TAKE YOUR BUSINESS TO THE NEXT LEVEL



Gilles Babinet, Entrepreneur & Chairman, **Eyeka/Mxp4/Awdio** (France)

Gilles has successfully created and managed various businesses as CEO, including: Eyeka, a platform where 75,000 video makers respond to pitches posted by brands; Mxp4, which is developing a new interactive music format; DigiCompanion, which film and music to organise marketing operations for brands and Sawnd, a music publishing company that helps musicians increase their Internet presence. Gilles has expertise in building a company from the seed phase, moving from a national to a global level and evaluating content usage on the Internet.



Ventura Barba, Co-Founder & Chairman, **Tenzing Media** (Spain)

Starting his career as a music lawyer and moving into the business side, Ventura has a truly 360 view of the music industries. He is a digital music business pioneer and knows the insides of that sector. He advises clients in Spain, Europe and Latin America with a strong international network on business strategy, business development, regulatory issues and deal flow acceleration. He has worked closely with some of the most innovating music business projects of the recent years.