

3-6 JUNE  
2016

**midem**  
**50<sup>th</sup>**

The next 50 years  
of music start today

CANNES  
FRANCE  
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INTERNATIONAL  
BUSINESS  
TALENT  
IDEAS

**MIDEM**  
**50 YEARS**  
**TIMELINE**



# MIDEM 2016

## 50 YEARS TIMELINE

The 60's

The 70's

The 80's

The 90's

The 00's

The 10's

### 1966

**Entrepreneur and Midem Founder, Bernard Chevy, is approached to produce a music festival.** He declines the offer and instead proposes a music 'market,' bringing together national music publishers with their international counterparts to trade music publication rights. When Bernard Chevy makes a courtesy call to the organisers of the San Remo Music Festival to announce his plans for a music market in Cannes, straight after their event, he is physically thrown out of their offices.



### 1968

**Midem welcomed a galaxy of established and rising stars.** Tom Jones made his international breakthrough in a Midem Gala lineup that included The Supremes, Ellis Regina & Edu Lobo, Lulu and a memorable version of 'Nights in White Satin' from The Moody Blues. French industry legend Eddie Barclay says of Midem, "For publishing companies, Midem represents a veritable song stock exchange where business transactions can be concluded on the spot." Philips uses Midem to promote its 'cassettophone' player. Midem's classical concerts see a virtuoso performance from Poland's young violinist Konstanty Kulka. Concert producer Jerzy Waldorf says Kulka picked up job offers following the recital but complains that Midem did not promote the classical concerts adequately.

### 1967

**Midem is launched in Cannes, France.** Chevy sends a fleet of 100 cars to San Remo to pick up industry executives and bring them to Cannes. Gala performances include sets from Sonny & Cher (their European debut) and Nina Simone. In the pre-video era and with no international television broadcasting, these live sets showcased artists' performance ability to international concert organisers. Over in Montreux, Claude Nobs launched what was to become an iconic music event, the Montreux Jazz Festival with an initial budget of \$8,000. Nobs will be honoured by Midem in 2007. **In its inaugural year, Midem welcomed 1,016 delegates from 22 countries.** The old Palais venue suffers a power failure prompting an enterprising UK publisher to hire a wind-up gramophone to play music. Fact or fiction? French music publisher Roger Marouani believes he signs the first Midem deal, a sub-publishing agreement between Igloo Music and Decca Publishing for the strangely-titled 'Manchester and Liverpool.' The single had so-so success in France and Japan.

### 1969

400,000 music fans head to Woodstock. New York Governor Nelson Rockefeller threatened to send in 10,000 National Guard troops to maintain order but was persuaded otherwise. By the time Jimi Hendrix closed the show, the public had been treated to the likes of Joan Baez, Santana, Grateful Dead, Janis Joplin, The Who, Joe Cocker and The Band. Marketing heads (known as 'Promotion' execs at the time) from France's 10 largest labels hold unprecedented talks at Midem to discuss a common approach to marketing music – the first time the Gallic majors have come together around the table. The consummate PR, Eddie Barclay invites French television to cover the Barclay Records company party at Midem. The event will become a regular Midem highlight, generating countless tales and a few sore heads.



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### 1970

The music world is rocked as The Beatles split up. Their single 'Let it Be' tops the international sales charts. Simon and Garfunkel release their seminal album 'Bridge Over Troubled Water.' Two years after appearing with The Supremes at Midem '68, Diana Ross releases her first solo album. Shirley Bassey continues a memorable comeback year with a Midem performance that has a packed audience bringing her back on stage for an encore. Britain's Board of Trade tells the UK music industry it will reduce subsidies to companies attending Midem 1971, saying it has other investment priorities. During Midem, the music industry condemns ad campaigns promoting the capacity of tape recorders to copy music from the radio and discs. Rock icons Jimi Hendrix and Janis Joplin both die from drug overdoses.

### 1971

Ike & Tina Turner perform an unforgettable set in the old Palais des Festivals venue in Cannes. Because of its small size, the Palais hosted two shows per evening in order that all Midem delegates could enjoy at least one of them. Ike & Tina Turner were in the mood to sing through the night and ignored frantic gestures to wind up. Their act was eventually terminated by the backstage team pulling the plugs on them. Having just changed his name from Red Dwight, Elton John makes his international debut at Midem, Cat Stevens appears and Stevie Wonder has the Cannes audience cheering with numbers such as 'Don't You Worry About A Thing.' Jim Morrison becomes the latest victim of the rock 'n' roll lifestyle as he is found dead in a Paris apartment. Future Midem Personality of the Year, Ahmet Ertegun signs the Rolling Stones to Atlantic Records.



### 1972

With 150 companies present, UK attendance at Midem hits a record high. Island Music's Blue Mountain label announced its first international release during Midem with four singles destined for Europe, Africa, the Far East and Australia. Commenting on the event, Billboard noted an, "increased participation by recording studios and other enterprises concerned with the technical and equipment aspects of the business." Piracy is a central theme of industry discussions in Cannes. Henri Belolo launches his first indie company Carabine Music. He spends his startup financing on attending Midem and signs his first single 'Concerto Pour Un Eté.' The song goes on to sell 600,000 copies. Midem's closing gala concert features Billy Preston, French singer/songwriter ('Love Story') Francis Lai and young German star Mary Roos. Pan Am is Midem's exclusive flight carrier between Nice and New York.

### 1973

Isaac Hayes sends the Midem crowd into a frenzy as he descends a set of stairs onto the stage then strips off his top to reveal his trademark chainmail coat. 4,554 delegates from 38 countries attend the Cannes-based event. MCA, which had previously avoided Midem, joins the growing list of record companies attending. EMI brings its 36 international subsidiaries to Midem to hold its annual company convention. Billboard's Midem cocktail is rounded off by a four-handed piano 'interpretation' of Lionel Hampton's 'Real Crazy,' played by Billboard's International Editorial Director Mike Hennessey and Eddie Barclay. Roberta Flack wows her gala concert audience. Brazil's Gilberto Gil features in the Midem closing gala concert lineup. He will return to Midem in 1975 and in 2003 as Brazil's Culture Minister. Pan Am is still Midem's exclusive air carrier to the US, adding direct flights from Nice to Boston.



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### 1974

The US delegation at Midem rises to 120 companies, its highest level since the event launched. UK indie Magnet Records signs a licensing deal with Bell whereby Bell handles releases of Magnet product in the US and Canada beginning with Alvin Stardust's 'My Coo Ca Choo. Poland's Polskie Nagrania record company says it wants to increase the exchange of repertoire between East and West and holds talks at Midem with Atlantic's Nesuhi Ertegun. Midem gets criticized by British sources for only including one UK act in its gala programme - Alvin Stardust. Clive Davis founds Arista Records Inc. The Midem Opening Party menu features a wicked combo of sauerkraut and Kronenbourg beer. Germany's ZDF broadcaster brings a 77-person team to Midem to record the opening gala concert featuring the Pointer Sisters. 16 countries including the Soviet Union, Poland and Brazil, air the show which reaches an estimated audience of 100 million.

### 1975

Elton John, now an established international performer, returns to Midem performing his hit single 'Don't Go Breaking My Heart' with Kiki Dee. Industry estimates suggest Elton John is responsible for 2% of global music sales in 1975. Russia calls for a special Eastern Europe Midem gala to feature regional talent in 1976. Midem Founder Bernard Chevry meets with a delegation of Russian, Hungarian and Czech music executives to discuss the idea. A Russian gala will be held in 1978. The Soviet VAAP copyright agency attends Midem for the first time. New Norwegian music publishing company Nordic Songs AB is launched at Midem. Frank Zappa makes an unexpected visit to Midem accompanied by his producer Herb Cohen. There's a Brazilian theme to the opening gala concert featuring a returning Midem attendee Gilberto Gil.

### 1976

An unusual double act hosted this year's Midem gala concert, actor Anthony Quinn and 'Emmanuelle' star Sylvia Kristel - who confessed that her first recorded album "had absolutely no success." Appearing at the gala concert an eclectic mix of Rick Wakeman and the English Rock Ensemble, Gloria Gaynor, Germany's Silver Convention and Esther Philipps. Photos used for the British release of 'George Harrison's Greatest Hits' show the former Beatle sitting on the beach in Cannes where he also performed as part of the Midem gala line-up. Harrison takes time at Midem to chew the fat with French music supremo Eddie Barclay. After several near misses, Henry Mancini finally appears at a Midem Gala concert. Midem Founder Bernard Chevry awards Mancini and Joan Baez with trophies for their careers. The BBC, better known in the television world, attends Midem under the BBC Records and Tapes banner. Following its split with Polydor, the BBC decides it will handle international sales of its records starting with 'Monty Python's Flying Circus' which stayed 18 weeks in the US charts. Richard Branson brings Virgin Records to Midem announcing he intends to break into the singles market and wants to make his Virgin record shops the leading music retailer in the UK.





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### 1977

Music fans around the world are stunned by news that Elvis Presley is dead. A hotly-tipped Midem announcement that the Rolling Stones had signed with Polydor was postponed as discussions continued in Hamburg. A few weeks after Midem, Jagger and the crew signed with EMI. The US takes the top spot as the largest delegation of companies (206) attending Midem. Pink Floyd's new album 'Animals' premieres at Midem. Billboard sells its UK music specialist publication Music Week to Morgan Grampian Ltd. Midem Founder, Bernard Chevry tells Billboard he is focusing on the business side of the event and so there will be no Midem gala concerts in 1977. However, clients bring live acts to perform in Cannes including Manhattan Transfer and Petula Clark. Paul Anka pulls out of the Variety Club's gala charity concert at the last moment prompting a feisty press comment from the Variety Club, "This behavior is unjustifiable and a pure demonstration of scorn!" Midem's opening night soirée celebrates the 100<sup>th</sup> anniversary of the invention of the phonograph and invites delegates to attend in fancy dress depicting a popular song title!



### 1978

Attendance at Midem tops the 5,000 mark for the first time. CBS encourages Midem delegates to come and visit its stand with the following ad in Billboard, 'Midem '78 is the excitement of Cannes. It is wine, people and songs. And it is talking business with the representatives of the world-wide CBS Music Publishing Group. Which is always a pleasure.' Jazz icon Lionel Hampton is mobbed by fans and media alike as he performs at Midem as part of a Variety Club gala. Delegates see the French premiere of 'Abba The Movie.' Disco hits Midem and attendees are offered the international premiere screening of movie 'Saturday Night Fever.' Midem hosts the first meeting of the International Federation of Popular Music Publishers who discuss the 'problem' of music copying and sharing using cassette tapes. 970 million vinyl albums are sold worldwide.

### 1979

With over 5,500 delegates in town, Midem Founder Bernard Chevry tells Billboard that there are simply not enough first class rooms in Cannes and that the old Palais des Festivals is too small to house everyone comfortably. Delegates complain that the building's telephone system is archaic and obtaining international lines is a nightmare. Cannes agrees to build a new Palais des Festivals destined to open in 1982. Music Consult AB of Sweden chooses Midem to unveil its mobile rack record-selling system providing headphones to listen to tracks available on the rack. Finland's labels come together inside the first Midem Finland Pavilion. IFPI anti-piracy co-ordinator Gerry Oord tells Midem delegates that piracy is costing the industry \$1 billion a year. Dag Haeggqvist of Sweden's Gazell Music AB acquires recording and publishing rights to a relatively unknown artist, Richard Clayderman's 'Balade Pour Adeline' single during Midem. One year later, Clayderman has sold 250,000 albums in Scandinavia. Haeggqvist describes the deal as "a real Midem coup." Eddie Barclay sells his record label to Polygram.



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### 1980

The end of the disco boom leaves Midem 1980 attendees facing a tough year of declining sales, increased bootlegging, little emerging talent and escalating royalty fees. Midem Founder Bernard Chevry urges the industry to look to the international market to compensate for the decline in national business. Another music tragedy as former Beatle John Lennon is shot dead. Paving the way for the boy-band phenomenon, Village People sail into Midem on a yacht to be greeted by a massive crowd and chants of "In the Navy." Stateside, the US navy provides an aircraft carrier, planes and naval crew as part of a recruitment promo film featuring Village People. They eventually drop the campaign idea. Eddy Grant launches his successful solo career with a Midem show at the Palm Beach Casino. Midem organisers have to set up a second screening of 'Baby Shakes' starring Frank Zappa after massive demand for tickets. The Midem News inadvertently shoots itself in its PC foot when recognizing the role of women in music. Unfortunately "Where would Midem be without the girls? Every little breeze along the Croisette seems to turn up a lovely face..." does little to promote the image of women in business!

### 1981

Midem boss Bernard Chevry decrees that dress code for the various event gala concerts will be dinner jackets and "elegant gowns." Among the gala performers are James Brown, Celia Cruz, Billy Preston and the Fania All Stars. For the first time since 1969, the International Federation of the Phonographic Industry (IFPI) reports a decline in world music sales, which total \$10.7 billion. Significant growth will not return until 1987 when sales leap to \$12.1 billion. David Bowie's 'Ashes to Ashes' clip wins the first Midem music video award. When CBS France CEO Alain Levy attempts to access the Midem hall where two of CBS' acts are performing, security refuses him access – possibly due to the leather jacket and ill-fitting shirt Levy was reportedly wearing. His insistence that he really was the CEO of CBS in France elicited the reply from the security guard, "and I'm the Queen of England." Eventually Alain Levy was allowed in.





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### 1982

Not quite in time for Midem, but Cannes opens its new Palais des Festivals backing on to the city's port. The building's somewhat austere exterior soon leads to people referring to it as 'The Bunker.' Midem introduces video and TV screens on all stands as video recordings of performances increase. Chris Blackwell's Island Records releases 'Sunday Bloody Sunday' by Irish band U2 and the rest, as they say, is history! Francis Cabrel, Laurent Voulzy and an upcoming star Jean-Jacques Goldman hit the Midem stage. IFPI President Nesuhi Ertegun uses Midem to urge major recording artists to contribute a fixed amount each year to IFPI's anti-piracy fund. Hot UK band Madness play Midem and screen their docu-pic 'Take It Or Leave It.' Shirley Bassey returns to Midem as a gala act.

### 1983

Midem finally moves into the new Palais des Festivals. Virtually unknown outside Canada, Céline Dion makes her first international performance at Midem as part of RTL's *Gala Internationale des Révélation*s. She returned to Midem in 1996 to celebrate the event's 30<sup>th</sup> anniversary. Jermaine Jackson and Pia Zadora team up on the Midem stage. The compact digital disc or CD is launched in Europe facilitating cloning on a scale that would see music industry sales tumble. Major labels EMI and WEA do not support the new format which sells five million units in its first year and 500 million units by 1989. Future Midem Personality of the Year, Clive Davis of Arista, signs a world exclusive contract with Whitney Houston. Midem Classique is launched as a standalone programme attracting over 1,000 participants. The move to the new Palais finally provides the concert room facilities to promote classical music live.

### 1984

Van Morrison proves a major Midem crowd-pleaser. The televised opening gala concert brought together Tina Turner, Joan Baez, Herbie Hancock, Spandau Ballet and Francis Cabrel. All-girl group Bananarama take to the stage at Midem. In the weeks that follow they will top the US charts with 'Venus.' Michael Jackson sings his hair and wins seven Grammy Awards for his 'Thriller' album although the two events are not connected. MTV attends Midem and is described somewhat disdainfully in the Midem News as 'a channel that broadcasts mainly video clips.' Midem launches the International Radio Program Market.

### 1985

Dual Live Aid concerts are produced in London and Philadelphia to raise funds for Ethiopian famine victims. The global TV audience is estimated at 1.9 billion. Freddie Mercury and Queen get rave reviews for their London performance. IFPI awards itself a gold disc at Midem after a million illegal music cassettes are seized in West Africa. Dire Straits release 'Brothers in Arms' which becomes the biggest-selling album in the history of UK music. UK pop band Bronski Beat and Ray Parker Jr. are among this year's Midem acts. IFPI leads debate at Midem on the issue of pan-European satellite broadcasting of music videos, especially in countries that may

not yet have released the song involved in the video. France's record industry association SNEP announces a ban on Gallic public broadcasters airing music video clips because they had not agreed on minimum payments to rights holders. France's new pay-tv channel Canal + signed up to pay around \$100 per play.





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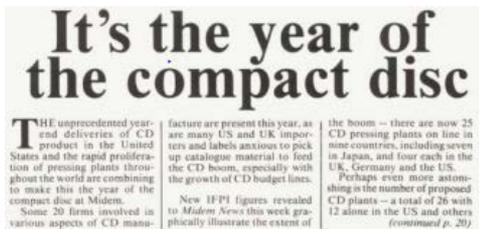
## 1986

Simply Red appear at Midem. The re-release of their under-performing 1985 single 'Holding Back the Years' makes the Top 10 in Ireland, the UK, The Netherlands and later is #1 in the US charts. Pete Townsend and The Deep End teamed up with special guest David Gilmour of Pink Floyd fame. Townsend took lead vocals and armed with an acoustic guitar, produced a memorable Midem version of 'Won't Get Fooled Again.' Madonna's 'True Blue' album tops the charts in 28 countries. Satellite TV channel Music Box announces at Midem that it will broadcast 24 hours a day in Europe starting in April 1986. The UK's Sky Channel wins plenty of friends amongst fans of American football by providing a live satellite broadcast of the Super Bowl to Midem delegates in Cannes. French music publisher Claude Pascal sums up the role Midem plays for the industry by saying that at a time when the Gallic industry has been hit by piracy and home taping "every year at Midem I have made enough deals to go back the next year."

## 1987

The Midem News proudly proclaims, 'It's the year of the compact disc,' as 20 CD manufacturers attend the event. James Brown wows his Midem gala audience with an unforgettable set. Things will turn sour for the singer in 1988

when the 'Godfather of Soul' gets a six-year prison sentence following a series of run-ins with the law and a cross-state car chase. Sony acquires CBS Records for \$2 billion. Madonna draws 120,000 fans in one night to Paris' Parc des Sceaux. Level 42 win the Midem Gala Trophy of Trophies and Monaco's Princess Stéphanie's solo performance sends the paparazzi into overdrive. New Director of Holland's respected Concertgebouw Amsterdam, Riccardo Chailly, opens the Midem Classique programme conducting Turin's Orchestre de la Rai and American pianist Jeffrey Swann.



## 1988

South Africa's Johnny Clegg takes the international music scene by storm after his appearance at Midem and delegates are treated to a memorable performance by Patricia Kaas. Global sales of CDs (in terms of units) overtake those of vinyl albums for the first time. Tina Turner winds up a 14-month tour in Osaka having performed to some three million fans. In France, Michael Jackson gives his first live concert. French teenager Vanessa Paradis bursts onto the music scene with 'Joe the Taxi.' Her success is not universally acclaimed and during one of the more regrettable Midem moments she is booed by the audience. Visibly shaken, Paradis considers quitting music, but the success of her single in the UK encourages her to move across the Channel and continue her career. Xavier Roy succeeds Bernard Chevry as CEO of Midem Organisation, which becomes Reed MIDEM in 1989.

## 1989

Nesuhi Ertegun, President of the International Federation of the Phonographic Industry (IFPI) is honoured as Midem's first Man of the Year. Sadly the Ertegun dies on July 15 but not before he has suggested Quincy Jones as the next Midem Man of the Year. Nine years later, his younger brother Ahmet will receive the same award. The consummate jazz specialist, Nesuhi Ertegun teamed up with his brother Ahmet at Atlantic Records, developing the label's jazz catalogue while working with the likes of John Coltrane and Charles Mingus. His diverse musical tastes also led him to produce Ray Charles, Roberta Flack and The Drifters. Popular British TV and radio DJ Pete Waterman tells Midem he is launching a new label PWL Continental to release French and European pop songs in the UK saying that the major record labels won't touch French artists in the British market.



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## 1990

World Music comes to Cannes in the shape of Youssou N'Dour and Quincy Jones is named Midem Man of the Year. US-based Jet magazine got a tad enthusiastic about the Midem tribute to Jones as it reports, "Legendary composer and producer Quincy Jones recently received two of France's most prestigious awards: the Legion of Honor and the 'Man of the Year' honor." The Rolling Stones tour Japan for the first time, packing 50,000 fans into the opening night concert. Booker T and the MGs lead a strong rhythm and blues Midem lineup. Capital Radio broadcasts live to the UK from Midem with anchor DJ Chris Tarrant thanks to a specially-built radio story created by Sony Broadcasting. Saatchi and Saatchi's Alec Kenny warns radio broadcasters at Midem that if they want to maintain their slim share of the advertising market (compared to TV) they need to target output towards age, interests and lifestyles. European Community adviser Daniele Franzoni tells Midem delegates that the EC could introduce a blank tape levy by the end of the year. Pro-levy nations including West Germany, France Spain and the Netherlands rejoice. Anti-levy Britain does not.

## 1991

Two of the world's masters of violin re-unite on stage for the first time in 13 years as Stefan Grappelli and Yehudi Menuhin mesmerize the Midem audience with a sensational double act. Queen's lead singer Freddy Mercury dies of AIDS. Philips President Jan Timmer is honoured as Midem's Man of the Year. Avex D.D. Chairman Tom Yoda is one of the few Japanese execs to travel to Cannes against the backdrop of the Gulf War. Yoda's Midem visit pays off as Avex signs several techno-house music deals just as the genre is taking off. Still with the Gulf War and as the US advises citizens not to fly, MTV Europe's then Chief Executive, Bill Roedy, arrives at Midem have *driven* right across France.

**MIDEM 1990**

**JACK LANG: L'EXEMPLE FRANÇAIS**

"L'EUROPE ne peut se contraindre qu'à partir des meilleures législations sur le droit d'auteur", estime M. Jack Lang dans une interview au MIDEM News. "Sur ce sujet, comme sur celui des droits voisins, les autres Etats européens pourraient se rapprocher de l'exemple français."

Le ministre de la Culture, qui imaginera officiellement le MIDEM devant, détaille sa politique dans le domaine de la musique: concertation avec les professionnels, investissement dans le développement de la musique, création d'un observatoire du disque, application de la loi de 1985 sur les droits voisins, contraction de l'Europe, soutien à l'exportation.

Jack Lang rappelle en outre son attachement à l'existence d'une chaîne de télévision musicale tout en se déclarant "très sensible aux efforts qui ont permis à Eurovision de l'obtention des premiers résultats prometteurs." (p. 82-83).

**MUSIC WORLD SET FOR GLOBALISATION**

GLOBALISATION was the buzz word in Cannes last night, as music business executives gathered from all corners of the world for this year's MIDEM.

The World Music Show at the Palais des Festivals reflected the trend, mixing acts from Canada, South Africa, Senegal, the UK and France.

Several executives said they expected to conclude more one-stop global deals than ever before.

Charles Koppleman, chairman of New York based EMI Music Publishing, said: "It has already made a difference to deal-making. It is much more profitable for individual songwriters to do business with one representative, rather than with separate people in different territories all pulling different ways. A fully-resourced multinational company can also offer security of payment."

by Horvey LEE

MIDEM Man of the Year, Quincy Jones, said: "I think television has had the biggest effect on bringing about globalisation. I remember when it took two years for an American record to get a foreign release. Now it's almost simultaneous everywhere in the world."

"Globalisation of music has led to a boom in sales," said Laurent Treille, managing director of Wotse Music Distribution, part of FNAC, France's largest music retail operation. "We no longer sell just one album. We often sell whole catalogues."

MIDEM boss Xavier Roy said: "MIDEM reflects this globalisation in the continuing growth of group 'umbrella' stands, which permit new companies to participate more easily, and the presence of major retailers with international ambitions, Tower Records and FNAC."

**ALBUM RIGHTS TO GO TO CHARITY**

INDEPENDENT UK music company Wienerworld has secured worldwide audio rights to the all-star charity album *Rock The World*, which features Dire Straits, Bonnarama, Saxon, Chris Rea, Wham!, Holly Johnson and Eurythmics. All royalties from the sale of the album will go to the UK-based drug rehabilitation charity Phoenix House.

Ian Wiener, Wienerworld managing director, said: "The repertoire dominated by the artists reflects the stature of the project and the seriousness of this worthwhile cause."

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**Who's got The power**

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The French Leading Independent Company

**1991**

**1992**



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### 1992

Gang Starr and MC Solaar meet at Midem. They will go on to record 'The Good and the Bad' on Gang Starr's 'Jazzmatazz' album. Throughout the '90s, EMI's showcase concerts are a recurring talking point at Midem. 1992 sees the label launch Cuban-born singer/songwriter Jon Secada. 12 months later Secada returns to Cannes, an international success. Other artists to get the EMI treatment during the early '90s at Midem include Arrested Development and Duran Duran. Paul Simon is the first major artist to tour South Africa after the UN lifts its cultural boycott of the country. Frank Zappa, in his final professional public performance, receives a 20-minute ovation having conducted the Ensemble Modern at the Frankfurt Festival.

### 1993

Iconic Beatles producer George Martin is honoured in Cannes for his career as he promotes the new Chrysalis/AIR Studios. Martin entertains media by explaining how he tries to get the 'beat' of a song to mirror the rhythm of the heart, in the process stimulating the heart to beat faster. Dee Dee Bridgewater brings the popular face of jazz to Midem. She will return next year. Jean-Loup Tournier, Chief Executive of the SACEM Group is Man of the Year. Tournier is recognized worldwide for his defence of authors' rights and as a trained lawyer, for his outstanding negotiating skills. Classical music fans are treated to an unforgettable performance by Russian cellist and conductor Mstislav Rostropovitch. Midem highpoint is the all-star tribute concert to Marvin Gaye. Celebrated performers include Gaye's daughter Nona, Chaka Khan, Hamish Stuart, The Pointer Sisters, George Duke, Al Jarreau, Randy Crawford and Stanley Newman, alongside rising stars Omar, the group Galiano and Shai. The tribute raises \$186,000 for AIDS research. Meanwhile Elton John cuts short a concert in Melbourne, Australia, when the stage is invaded – not by fans, but by a swarm of grasshoppers!

### 1994

Having first appeared at Midem with The Supremes in 1968, Diana Ross returns to Cannes as part of a day-long special tribute to the artist's career. She performs with the Michel Legrand orchestra. French motorcycle police provide Ross with a guard of honour in Cannes – a gesture more usually associated with the visit of a Head of State. Fans and the music industry mourn the death of Nirvana front man Kurt Cobain. Patricia Kaas takes to the Midem Opening Concert stage. Internationally-respected music journalist Mike Hennessey is given a miniature jukebox by Midem CEO Xavier Roy, to mark Hennessey's retirement from Billboard. French Culture Minister Jacques



Toubon gets praise from the Gallic music industry as he uses Midem to announce a series of tax, subsidy and quota initiatives designed to support France's music sector. Philips causes plenty of Midem buzz when it teams up with Polygram to promote its new digital compact cassette player.

### 1995

Industry icon and Arista Records President Clive Davis is celebrated as Midem's Man of the Year. Renowned French promoter Bernard Batzen is brought in to manage Midem's concert programme. Among the highlights of the programme, Johnny Hallyday showcases songs from his first English-language album 'Rough Town' and Youssou N'Dour returns to Midem. Delegates discover a new technology pavilion allowing them to get more familiar with CD-Rom and CD-i. It is estimated that the global music industry is worth around \$50 billion. The Cannes Classical Awards at Midem are launched with a Lifetime Achievement award going to Czech-born conductor/composer Rafael Kubelik. Attendance at Midem hits 10,000 for the first time.



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### 1996

Now an international star, Céline Dion returns to Midem for the show's 30<sup>th</sup> anniversary. She headlines a gala concert with Bryan Adams and is feted with a special dinner in her honour. Having requested that a string quartet plays during the dinner, Dion is frustrated by the level of chatter in the dining room and appeals to guests, "could you all just be quiet for five minutes so I can listen to the quartet. Thank you." Virtuoso tenor Plácido Domingo and diva Maria Bayo provide a memorable performance as part of the 30<sup>th</sup> anniversary Midem celebrations. Billboard reports that Australian indies estimate Midem generates 80% of their annual business. French police raid the stand of an Italian record distribution company at Midem. The President of the company receives a fine and a suspended prison sentence for selling unlicensed recordings of artists that include Bruce Springsteen and Elvis Presley.

### 1997

French films stars Gérard Dépardieu and Carole Bouquet attend Midem to accompany Igor Stravinsky's 'The Soldier's Tale' in which Dépardieu voices The Devil and Bouquet The Narrator in the 1997 recording conducted by Shlomo Mintz. Having been largely underrepresented in Cannes, Jamaican music storms into Midem with the return of Jimmy Cliff and sets from Shaggy, Rebel, Papa San, Ken Boothe, Michael Rose, Everton Blender, Chevelle Franklyn, Yami Bolo among others. Highlight was an impromptu accapella performance from Carlene Davis. 15 years since the band broke up, the UK's Blondie reform

### 1998

Ahmet Ertegun, Co-Chairman of Atlantic Records is Man of the Year, nine years after his elder brother had been honoured – the only time siblings have been given this distinction. 90 countries are represented in Cannes, an all-time high for Midem. The 1998 Concert Programme, including MIDEM Classique, presented a record number of over 1,300 musicians, performing in 50 concerts and included such global stars as Montserrat Caballé, Daryl Hall and John Oates, Donovan and George Clinton. The new Midem Techno Club is a runaway success, hosting 112 companies in its first year. Having launched his international career at Midem in 1971, Elton John is knighted by Queen Elizabeth II. Palace courtiers appear slightly out of touch with the music scene - introducing the artist as Sir John Elton.

### 1999

Frances W. Preston, President and CEO of BMI is named Midem Personality of the Year, the first woman to receive the award - prompting a fairly obvious re-evaluation of the *Man* of the Year award title. Alongside a gala dinner performance by Michael Bolton, President Clinton sends a written acknowledgement of Preston's outstanding commitment to the music industry. Amazon makes a first appearance at Midem - one of 30 online companies attending the event. Debate rages on how to create new licencing models to protect copyright law in the face of new technology. Napster launches the P2P phenomenon and the music industry is about to be swamped by a digital Tsunami that in the next few years will see physical music sales collapse.



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### 2000

10,685 delegates head to Cannes for the first Midem of the new millennium. Reflecting the increasing importance of the internet on the music industry, Midem is preceded by the inaugural, one-day MidemNet, drawing 1,000 participants. The Midem audience is stunned into admiring silence as harmonica player Larry Adler performs Gershwin's 'Rhapsody In Blue' with only a backing tape of the original Gershwin piano part as accompaniment. The NRJ Awards come to Cannes to coincide with Midem and draw international stars Tina Turner, Mariah Carey and Bono. Senegal's Youssou N'Dour returns to Midem to headline a hugely popular African Night of live music and has the crowd singing along to popular Senegalese number 'Birima.'



### 2001

Apple launches the iPod and iTunes software and music consumption changes forever. MP3.Com Founder Michael Robertson keynotes at MidemNet, amid a growing sentiment that the internet could develop into an exciting new market for the music industry. Noted composer, producer and 143 Records Founder David Foster is Personality of the Year. As the gala dinner in his honour comes to a close he takes to the piano, joined on stage by 143 Record's star Josh Groban, alongside Spanish and Italian superstars Alejandro Sanz and Laura Pausini for a dazzling musical session. Midem Classique includes a performance from the internationally-renowned pianist Daniel Barenboim and Montreux Jazz festival Founder Claude Nobs celebrates 35 years of his event with a spectacular Midem live show featuring Atlantic Records' rising star Lina, alongside Herbie Hancock, John McLaughlin, Richard Bona and Bill Laswell. Worldwide sales of music for ringtones hit \$1.2 billion, surprising most in the industry.





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### 2002

Richard Branson, Founder of the Virgin group, accepts to keynote at MidemNet. Just before he is due on stage, Branson cannot be found and when contacted by keynote moderator and then Billboard Global Editor, Emmanuel Legrand, the entrepreneur admits to “being scared.” He overcomes his nerves and eventually takes to the stage. Branson uses Midem to promote his new label V2. Reed MIDEM CEO Xavier Roy notes a decline of around 12% in Midem attendance and acknowledges that the industry is challenged by piracy, on-line file-sharing services and CD burning. EMI is in the spotlight for the wrong reasons with shuffling of senior execs at the label and at sister company Virgin and a multi-million dollar payout to see Mariah Carey go her own way.

### 2003

The iTunes Music Store is launched, revolutionizing the legal download market. MTV Networks International President Bill Roedy is celebrated as Midem Personality of the Year. ABC Music President David Sherman surprises the industry by announcing his retirement during Midem. French music representatives at Midem criticize the government's upcoming legislation saying it is not tough enough on internet access providers who refuse to takedown sites involved in music piracy. Russian fans of The Beatles finally get to see one (at least a former Beatle) live as Paul McCartney plays Moscow's Red Square. Paul Zilk succeeds Xavier Roy as Reed MIDEM CEO. Having appeared on stage performing at the 1975 Brazilian-theme Midem gala concert, Gilberto Gil returns to Cannes as his country's Culture Minister.

### 2004

One of hip-hop's founding fathers, GrandmasterFlash treated Midem admirers not to one but two DJ sets. With the music industry facing continued declines in sales, Midem reduces visitor registration fees by 40%. Apple and Microsoft make their first appearances at Midem. Music on mobiles is at the heart of the Cannes event with delegates discussing the formula 'Music + Mobile = Money + Marketing.' Rising fado star Mariza enhanced her vocal reputation with an outstanding performance on the main Palais des Festivals stage. Madonna's Re-Invention Tour of 20 cities grosses a reported \$124 million. Faced with an increasingly challenged music industry, Midem and Cannes freeze entry and room prices at 2003 levels. Roy Orbison Music President Barbara Orbison urges Midem to address the issue of 'older' catalogues being pirated, saying her late husband's songs are being bootlegged to the tune of three million copies a year.

### 2005

Bruce Lundvall, President of EMI Music, Jazz and Classic US is Midem's Personality of the Year. Raul Midon gives a solo performance which has the Personality of the Year gala dinner guests on their feet. Canadian singer Adam Cohen (son of Leonard) tells the dinner guests how terrified he is at having to follow Midon with his own acoustic set. The American Association of Independent Music is officially launched at Midem and Napster announces the launch of its service in Germany. Legendary French music producer and long-time Midem attendee Eddie Barclay dies. A Midem icon, renowned for his company's eye-catching stands and his famous Whisky-a-Gogo-based parties, Barclay once famously reversed the order of dishes at a dinner in Cannes, starting with coffee and ending the meal with hors d'oeuvres.



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### 2006

Sir Bob Geldof, Harvey Goldsmith and John Kennedy receive the Midem Personalities of the Year award for their work on the 2005 Live 8 concerts which attracted an estimated global television audience of three billion people. Midem delegates are treated to the French première of James Mangold's Johnny Cash biopic 'Walk the Line.' Universal announces the launch of its pan-European label Apollo. 1,200 delegates pack MidemNet which expands to two days for the first time. Culture ministry delegations from 15 European countries, including seven ministers, meet at Midem to discuss issues facing the music industry.

### 2007

Hot on the heels of her monster 2006 album success 'Back to Black,' Amy Winehouse performs at Midem to rapturous applause. As the year continues however, her live appearances become increasingly erratic. Three years later, at the age of 27, Amy Winehouse dies of alcohol poisoning. Claude Nobs, legendary Founder and CEO of the Montreux Jazz Festival is Midem Personality of the Year. Nobs' forward-thinking means Montreux possesses a veritable treasure trove of sound and video recordings of its performing artists. Led Zeppelin reunite for their first show together in 25 years.



### 2008

Former Genesis front man, multi-award winning solo performer and world music champion Peter Gabriel is Midem's Personality of the Year. Despite breaking a leg on the eve of the event, Gabriel attends and, with crutches in hand, treats the Personality of the Year dinner audience to an impromptu performance with Eliza Carthy and The Imagined Village who were signed to Gabriel's Real World Records. German mezzo-soprano Christa Ludwig is presented with a Lifetime Achievement Award during the Midem Classical Awards. Ad-supported digital music service Qtrax announces its launch at Midem claiming to have distribution agreements in place with majors EMI, Sony/BMG, Universal Music Group and Warner Music Group. The startup reportedly spends a cool \$1.5 million flying in star performers for a series of private concerts at Midem that involve James Blunt, Don Henley and the Sugar Hill Gang amongst others. Within days of the announcement, the majors deny they have deals in place. Qtrax's chequered history will eventually see a re-launch in 2015.

### 2009

Legendary performer Charles Aznavour is given a Midem Lifetime Achievement Award. At a dinner in his honour, a solo performance from MTV Europe Music Award winner Zaho threatens to unravel when the young singer is overcome by stage fright and forgets her lyrics. Ever the true professional, Aznavour rushes to her side, reassures her and leads an unscheduled duet, bringing the guests to their feet. France's Minister of Culture and Communications, Christine Albanel, announces new online piracy legislation in the face of a 60% decline in physical music sales in France over the past six years. Cuban-American soprano Eglise Gutierrez gets a standing ovation from a packed auditorium following her performance at the Midem Opera Night. 60s UK pop and rock icon Donovan surprises and delights journalists when he performs live at a Midem press conference. Glastonbury Festival organiser Michael Eavis attends his first Midem and receives the show's Green World Award. Jamie Cullum is a Cannes hit as part of the 'British at Midem' concert programme.



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### 2010

Buzz words at Midem are “viral, apps, stickiness, playlists, monetize and engagement.” South Africa is named Country of Honour with Minister of Arts and Culture, Ms Lulu Xingwana, leading an impromptu dance fest at the South African gala dinner which hosts a tribute to Miriam Makeba that includes memorable sets from Thandiswa Mazwai and Angelique Kudjo. Confirming Midem’s international deal-making credentials, Finland’s Rockadillo Records/Zen Master Publishing sold its entire catalogue to the Chinese market. Artist and producer Pharrell Williams makes his debut appearance at Midem. Williams said if he was starting his career he would build a web site to launch his music and engage with fans then bug the h\*ll out of advertising agencies to use his music. Spotify CEO Daniel Ek tells Midem delegates his company has 250,000 paying subscribers from its seven million users. The King’s Singers a cappella ensemble receive a popular Midem International Classical Award.

### 2011

Thomas Hesse, President of Sony Music Entertainment’s Global Digital Business informs Midem attendees that Sony is extending its cloud-based Music Unlimited subscription service beyond the UK and Ireland and into France, Germany, Spain and Italy. 155 startup digital and tech companies attend Midem. Venture capitalist and early Spotify investor Par-Jorgen Parson, General Partner at NZ:Northzone Ventures reveals he intends to meet with two companies in the MidemNet Lab pitching competition to discuss possible investment. The French Vibes concerts of young Gallic talent showcases Medi, AaRON, Cascadeur, The Chase, Revolver, The Bewitched Hands, Syd Matters and BB Brunes.





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### 2012

Patricia Kaas generates plenty of buzz in Cannes as she swings into Midem to promote her 'Kaas Sings Piaf' worldwide tour. Not for the first or last time U2 manager Paul McGuinness uses Midem to openly criticize Google for its apparent opposition to US anti-piracy legislation. Live music is more in evidence than in recent years with the Midem Festival hosting The Ting Tings, Selah Sue, Imany, 2manydjs and Shaka Ponk. The Chinese-language market's biggest selling band, Mayday, proves just as popular with Midem delegates as they feature in the Made in Taiwan showcase. Developments in the music ecosystem are reflected in the exhibition halls where companies as diverse as Warner Music, EMI, Spotify, Nokia, YouTube, Amazon and Vivendi are all represented. IFPI reports that digital music services such as Sony's Music Unlimited, Spotify, Deezer and Simfy are now available in 58 countries with worldwide digital music sales hitting €4 billion in 2011.

### 2013

Nokia uses Midem to announce it is launching a premium tier to its Nokia Music streaming service. China's classical pianist Lang Lang gives an intimate recital at a Midem VIP dinner and says that app developers he has met in Cannes have convinced him that classical music needs to extend its presence online. In a refreshingly upbeat speech, Lang Lang reveals that one of his earlier influences was the cartoon 'Tom & Jerry : The Cat Concerto.' Talks take place between Reed MIDEM and Chinese representatives to expand the Chinese presence at future Midem events. Evergreen UK band Madness cause a Midem stir with a fantastic gig, before heading over to start their UK tour. Beggars Group Founder Martin Mills tells his Midem audience that he is fed up with governments cozying up to the tech giant rather than supporting the creative industries. Mills complained that his "small company" had paid more UK tax than Google, Amazon, YouTube and Facebook combined. The industry mourns the death of Montreux Jazz Festival Founder Claude Nobs following a Christmas Eve 2012 skiing accident.

### 2014

WME's Head of Global Music, Marc Geiger, tells his Midem audience that the music business could grow to \$100 billion per year, but only if the industry embraces the streaming subscription model. Google came in from some serious criticism from industry executives at Midem who complained the company was not doing enough to take down sites dealing in pirated music. French music trade body SNEP tells Midem delegates that music sales in France had risen 1% after 12 years of consecutive decline. Germany reports its first increase in music revenues for 15 years. Lyor Cohen chooses Midem to talk about his new label 300 for the first time. He announces a deal with Twitter to develop A&R tools to identify and develop new talent. Jean Michel Jarre appeals to the music industry at Midem to sit down with the internet powerhouses to discuss a new, fairer distribution of revenues connected to music content. Google and YouTube get criticized for not doing enough about YouTube-MP3 ripping sites.

### 2015

In a rare public Q&A session during Midem, Doug Morris, Sony Music Entertainment CEO and Chairman, reveals his philosophy of running a company, "Be nice!" Morris 'scoops' Apple by confirming the giant will unveil its new streaming service the next day. Live music promoter Harvey Goldsmith tells his Midem audience that he is concerned by the lack of major new rock acts to headline concerts and says that indie labels, crowd-funding and promotional apps will be the key to future artists distributing their music. Armenian President Serzh Sargsyan is the first head of state to attend Midem as part of the Armenia Country of Honour programme, which sees Charles Aznavour making a welcome return to Midem. The BPI launches its open-access copyright protection portal on day one of Midem. The inaugural Midem Artist Accelerator programme takes place, designed to support the international development of 14 selected acts. Over 500 artists from 50 countries apply to be part of the initiative. Epic Records Chairman and CEO, LA Reid tells Midem delegates that artists' engagement with fans is more important than the number of fans.



# MIDEM 2016

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