

# MIDEM 2017

TUE. 6 – FRI. 9 JUNE CANNES, FRANCE

## A NEW GOLDEN AGE FOR THE MUSIC INDUSTRY? GET READY TO EMBRACE IT!

**Music streaming is now the real deal and has emerged as the digital sector's main driver of growth.** According to the IFPI, revenues from all streams were up 45.2% in 2015, now overtaking downloads **to become the industry's primary digital revenue stream.** The global music streaming revenue will grow from 4.93 billion U.S. dollars and 691.4 million users (including 103.1 paying users) in 2016 to 7.52 billion U.S. dollars and 935.8 million users by 2020 (Statista).

**This golden age for the music industry opens a new gateway to other revenue on a global scale and it's time to create a sustainable environment for the industry to thrive:**

Reshaping revenue streams, welcoming new players and their innovative solutions, fully embracing new consumption habits & expanding internationally, modernising copyright laws and rethinking our marketing strategies: **Here lay the exciting challenges for the coming months and Midem, the place where the future is shaped, gets you ready to dive in!**

Are you ready?

## 9 CONFERENCE TRACKS

### MAIN ROOM

Legal  
Summit

Copyright  
Summit

Midem  
Keynotes

Streaming

Sync  
& Brands

Marketing

Discovery &  
Promotion

### CASH FACTORY

### WORLDWIDE VILLAGE

International Market  
Focuses

### MIDEM PITCH CORNER

Impactful pitches from  
exciting innovative solutions

## 2 EXCITING COMPETITIONS

Midem by Day

Midem by Night

Midemlab

Midem Artist Accelerator

## UNIQUE NETWORKING OPPORTUNITIES

Midem by Day

Speed Meetings with  
international music  
professionals in the  
Networking Hub

Everyday and after each  
session, informally meet  
the panellists in the  
Ca\$h Factory & the  
Worldwide Village

Pitch your catalogue to  
prominent music  
supervisors during the  
Global Sync & Brands  
Summit

Midem by Night

Network informally while  
listening to live music by  
the Midem Artist  
Accelerator finalists in the  
Cannes Beaches

Discover the Midem 2017 Conference Programme and start planning your trip!

by day

# MIDEM SCHEDULE TUESDAY 6 JUNE

## MAIN ROOM

### LEGAL SUMMIT

*in association with IAEL*

**10:00-11:30**

The Legal Update for Entertainment & Technology

**12:00-13:00**

Masterclass - The Musician as Contestant

## CA\$H FACTORY

### STREAMING DAY

**10:00-11:00**

Streaming - What's Next?

**11:00-12:00**

High Resolution Streaming

**12:00-13:00**

Independents' Streaming Strategies

## WORLDWIDE VILLAGE

### INTERNATIONAL MARKET FOCUSES

**11:15-12:00**

Focus on France

**12:00-12:45**

A Roadmap to China

## NETWORKING HUB

### SPEED MEETINGS

**11:30-12:30**

Publishers: Special Q&A Session

### LEGAL SUMMIT

*in association with IAEL*

**14:30-16:30**

Main Seminar: Tech, Disruption & Evolution in the Entertainment Industries

### STREAMING DAY

**14:30-15:00**

New Business Models for Streaming

**15:00-16:00**

A World Tour of Streaming Services

**16:00-16:45**

Distributors & Streaming Services Collaborating to Help Artists

### INTERNATIONAL MARKET FOCUSES

**14:30-15:15**

A Roadmap to India

**15:15-15:45**

Focus on Balkans  
*in association with IMPALA*

**15:45-16:00**

Music Export & Policy making: the Bureau Export Français case  
*in association with EMEE*

### SPEED MEETINGS

**14:00-15:00**

Meet the Women in Music  
*in association with Women in Music*

**15:30-16:30**

Meet the Hungarians



### MIDEM KEYNOTES STARTING AT 17:30 MAIN ROOM AUDI A

L.A. REID, CEO & Chairman, Epic Records (USA)

ANDY NG, Vice President, Tencent Music Entertainment Group (China)

More keynotes to be announced.



by night

Discover **Midem By Night** where every evening, registered Midem participants attend open bar parties, live music events (Midem Artist Accelerator Finalists, Headliners, Country Showcases...), label & tech meetups and celebrations!



by day

# MIDEM SCHEDULE WEDNESDAY 7 JUNE

## MAIN ROOM

### 10<sup>TH</sup> ANNIVERSARY MIDEMLAB

**10:30-11:30**  
Pitching sessions: Music  
Creation & Education

**11:30-12:30**  
Pitching sessions: Music  
Distribution & Discovery

**11:30-12:30**  
Special 10th Anniversary  
panel: 10 Years of Music  
Entrepreneurship

## CASH FACTORY

### SYNC & BRANDS DAY

**10:00-11:00**  
Sync Tips

**11:00-11:45**  
SynchAudio Sync Session:  
ODAAT/NightShift

**11:00-11:45**  
Grey Sync Session: Herbal  
Essences

**11:30-12:00**  
Music & Brands Case  
Study

## WORLDWIDE VILLAGE

### INTERNATIONAL MARKET FOCUSES

**10:00-11:00**  
France After French  
Touch  
*in association with Trax Magazine*

**11:00-12:00**  
Young Label Spotlight  
*in association with IMPALA*

**12:00-13:00**  
Independent Music:  
Cutting through the Noise  
*in association with AIM*

## NETWORKING HUB

### SPEED MEETINGS

**10:00-11:00**  
Meet the Brazilians

**11:30-12:30**  
Meet the Lawyers  
*in association with IAEL*

### 10<sup>TH</sup> ANNIVERSARY MIDEMLAB

**14:00-15:00**  
Pitching sessions:  
Marketing & Data/  
Analysis

**15:00-16:00**  
Pitching sessions:  
Experiential Technologies

**17:00-17:30**  
Midemlab Winners  
Announcement

### SYNC & BRANDS DAY

**14:30-16:30**  
Global Sync & Brands  
Summit  
*by invitation only*

### INTERNATIONAL MARKET FOCUSES

**14:30-15:30**  
Focus on Brazil

**15:30-16:30**  
Addressing the Value  
Gap: the European  
Perspective  
*in association with BVMI, FIMI & SNEP*

**16:30-16:45**  
Music Export & Policy  
making: Why Portugal  
case  
*in association with EMEF*

### SPEED MEETINGS

**14:00-15:00**  
Meet the Swedish



**MIDEM KEYNOTES STARTING AT 17:30 MAIN ROOM** AUDI A  
MIKE SHINODA, Vocalist & Producer, Linkin Park & Visual Artist  
& Founder, Machine Shop (USA)  
STEVE BARTELS, CEO, Def Jam Recordings (USA)

More keynotes to be announced.



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by day

# MIDEM SCHEDULE THURSDAY 8 JUNE

## MAIN ROOM

### COPYRIGHT SUMMIT

**11:45-12:00**  
Opening Session

**12:00-13:00**  
Blockchain & Copyright

## CASH FACTORY

### MARKETING DAY

**10:00-10:15**  
Digital Marketing Trends

**10:15-11:00**  
Best Practices in Digital Marketing

**11:00-11:30**  
Daddy Yankee & the Power of Social Media

**11:30-12:00**  
Digital Marketing Tools

**12:00-13:00**  
Messaging, Apps, Bots & AI

## WORLDWIDE VILLAGE

### INTERNATIONAL MARKET FOCUSES

**10:00-11:00**  
Sync, Music & Brands in France

**11:00-11:15**  
Music Export & Policy making: the Netherlands case  
*in association with EME*

**11:15-12:15**  
Focus on Chile

## NETWORKING HUB

### SPEED MEETINGS

**11:30-12:30**  
Meet the Managers

### COPYRIGHT SUMMIT

**14:30-15:30**  
The Value Gap Debate - Round II

**15:30-16:30**  
Building Transparent Rights Management Systems

### MARKETING DAY

**14:30-15:00**  
Run The Jewels: a Multichannel Marketing Strategy

**15:00-15:30**  
VR & Music!

### INTERNATIONAL MARKET FOCUSES

**14:30-15:30**  
Focus on Afrobeat

**15:30-16:30**  
The Midem Wrap

### SPEED MEETINGS

**14:30-15:30**  
Meet the Chileans



**MIDEM KEYNOTES STARTING AT 17:30 MAIN ROOM AUDI A**  
SARAH STENNETT, CEO & Co-Founder, First Access Entertainment (UK)

More keynotes to be announced.

by night

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by day

# MIDEM SCHEDULE FRIDAY 9 JUNE

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## CA\$H FACTORY

### DISCOVERY & PROMOTION DAY

**10:00-11:00**

A&R in 2017

**11:00-12:00**

Getting Your Song Played  
on the Radio

## WORLDWIDE VILLAGE

### INTERNATIONAL MARKET FOCUSES

**10:00-11:00**

Focus on Mexico

**11:00-12:00**

How to Make it in Germany  
*in association with VUT*

**12:00-12:15**

Music Export & Policy making:  
the Netherlands case  
*in association with EME*

**12:15-13:00**

Ibeyi: an Export Success  
Story

## NETWORKING HUB

### SPEED MEETINGS

**10:00-13:00**

Meet the Segments

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