

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

CA\$H FACTORY

Streaming

Sync & Brands

Marketing

Discovery & Promotion

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

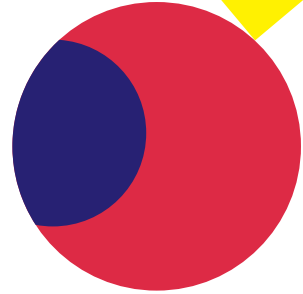
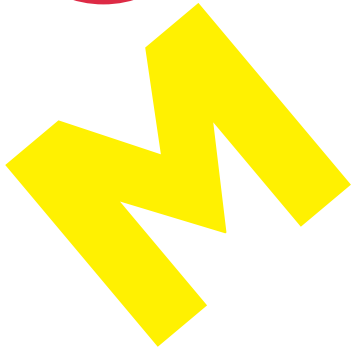
Midem by Night

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

A World Tour of Streaming Services

12:00-13:00

Original Content

WORLDWIDE VILLAGE

INTERNATIONAL MARKET FOCUSES

10:00-11:00

A Roadmap to India

11:00-13:00

Panel Series Exploring Growth Opportunities in Music Markets all Around the Globe

NETWORKING HUB

SPEED MEETINGS

10:00-13:00

Meet the Segments

LEGAL SUMMIT

in association with IAEL

14:30-16:30

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

STREAMING DAY

14:30-15:30

Streaming Case Studies

15:30-16:30

Independents' Streaming Strategies

INTERNATIONAL MARKET FOCUSES

14:30-15:30

A Roadmap to China

15:30-16:30

Panel Series Exploring Growth Opportunities in Music Markets all Around the Globe

SPEED MEETINGS

14:30-18:00

Meet the Countries



MIDEM KEYNOTES STARTING AT 17:30 MAIN ROOM AUDI A
L.A. REID, CEO & Chairman, Epic Records (USA)

More keynotes to be announced.

by night

Discover **MidemByNight** 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

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MAIN ROOM

**10TH ANNIVERSARY
MIDEMLAB**
10:00-13:00
Pitching sessions

CA\$H FACTORY

SYNC & BRANDS DAY
10:00-11:00
Sync Tips
11:00-12:00
Sync Sessions
12:00-13:00
Music & Brands

WORLDWIDE VILLAGE

INTERNATIONAL MARKET FOCUSES
10:00-11:00
Music Entrepreneurship
in association with AIM
11:00-12:00
Young Label Spotlight
in association with IMPALA

NETWORKING HUB

SPEED MEETINGS
10:00-13:00
Meet the Segments

**10TH ANNIVERSARY
MIDEMLAB**
14:00-16:00
Pitching sessions
16:00-17:00
Special 10th Anniversary session
17:00-17:30
Midemlab Winners Announcement

SYNC & BRANDS DAY
14:30-16:30
Global Sync & Brands Summit
by invitation only

INTERNATIONAL MARKET FOCUSES
14:30-16:30
Panel Series
Exploring Growth Opportunities in Music Markets all Around the Globe

SPEED MEETINGS
14:30-18:00
Meet the Countries



MIDEM KEYNOTES STARTING AT 17:30 MAIN ROOM AUDI A
MIKE SHINODA, Vocalist & Producer, Linkin Park & Visual Artist & Founder, Machine Shop (USA)

More keynotes to be announced.

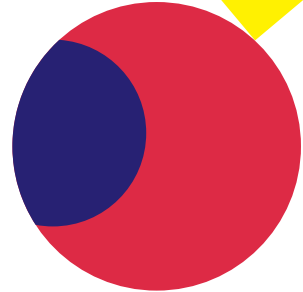
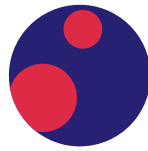
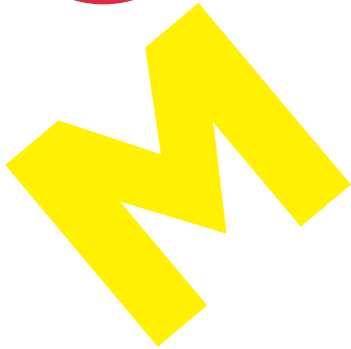
by night

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by day

MIDEM SCHEDULE THURSDAY 8 JUNE



MAIN ROOM

COPYRIGHT SUMMIT

11:00-11:15
Opening Session

11:15-12:15
Blockchain&Copyright

CA\$H FACTORY

MARKETING DAY

10:00-11:00
Digital Marketing Trends

11:00-11:30
Daddy Yankee: From Local to Global, the Power of Social Media

11:30-12:30
Messaging, Apps, Bots & AI

WORLDWIDE VILLAGE

INTERNATIONAL MARKET FOCUSES

10:00-13:00
Panel Series
Exploring Growth Opportunities in Music Markets all Around the Globe

NETWORKING HUB

SPEED MEETINGS

10:00-13:00
Meet the Segments

COPYRIGHT SUMMIT

14:30-15:30
Value Gap - Round II

15:30-16:30
Global Rights Database

MARKETING DAY

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

15:00-15:30
VR & Music!

INTERNATIONAL MARKET FOCUSES

14:30-16:30
Panel Series
Exploring Growth Opportunities in Music Markets all Around the Globe

SPEED MEETINGS

14:30-18:00
Meet the Countries

17:30-19:00 MIDEM KEYNOTES

MAIN ROOM AUDI A

Keynotes to be announced.

by night

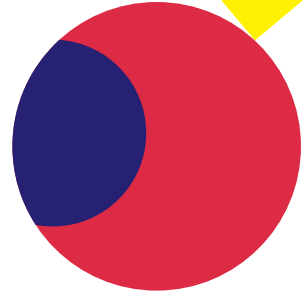
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by day

MIDEM SCHEDULE FRIDAY 9 JUNE

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CA\$H FACTORY

DISCOVERY & PROMOTION DAY

10:00-11:00
A&R in 2017

11:00-11:30
A&R Game-Changer

11:30-12:15
Radio Airplay

12:15-13:00
The New Media Landscape

WORLDWIDE VILLAGE

INTERNATIONAL MARKET FOCUSES

10:00-13:00
Panel Series
Exploring Growth
Opportunities
in Music Markets
all Around the Globe

NETWORKING HUB

SPEED MEETINGS

10:00-13:00
Meet the Segments



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