



MidemNet+: Digital Business Accelerator

Have you recently started your own digital business? Are you having trouble growing it and getting the right guidance? Do you need some mentoring?

MidemNet+ is a digital business accelerator offering a personalised matchmaking & networking solution for digital & music companies.

MidemNet+ offers you:

- **2 one-to-one matchmaking sessions (15 minutes)** with digital strategy & investor experts
- **1 mentoring roundtable (45 minutes)** on a digital business topic at the intersection of music & technology

Where do MidemNet+ activities take place?

All MidemNet+ activities will take place in the MidemNet+ Area (located next to MidemNet Lab, on the trade floor, Hall 01 of the Palais des Festivals).

What is a meeting with a MidemNet+ Expert like?

The MIDEM+ Experts are there to give you digital business advice on topics that matter to you. You will have 15 minutes to ask all your questions to the expert who will share his wisdom and experience.

What is a mentoring roundtable with a MidemNet+ Mentor like?

MidemNet+ mentors – recognized and well-connected industry visionaries – will conduct roundtables on a digital & business related topic. You will have 45 minutes to network & meet with your peers (8 participants max) to share best practices & gain highly topical insights on the subject debated.

How can I book my meetings with MidemNet+ Experts & Mentors

Be quick as slots are limited & bookings are made on a “first-come, first served” basis!

To ensure your place, send an email to conf.midem@reedmidem.com with:

- The **names of the 2 experts you would like to meet**
- The **name of the mentor for the roundtable you want to take part in**
- Your **short biography/company profile (150 words maximum)**
- Let us know ***‘what is the key/main question you have for each expert you have chosen (it can be the same question for the two experts)?***

You will receive your schedule confirmation by email prior to MIDEM

Your biography/company profile and your question will be forwarded to the experts you'll meet to optimize your meeting with them.

Remaining availabilities will be booked on site at the MidemNet+ registration desk (MidemNet+ Area, Hall 01 of the Palais des Festivals) on a “first-come, first-served” basis beginning Sunday 23 January at 9.30am.

MidemNet+ is a unique and separate event from MidemNet & MIDEM and therefore requires a distinct registration.

Sunday 23 January 2011

10.00
12.30

DIGITAL BUSINESS CONSULTING SESSIONS - MEET THE EXPERTS

Receive personalized advice on how to grow your digital business from MidemNet+ experts who will share their wisdom and experience on topics that matter to you.



Ted Cohen
Managing Partner
TAG Strategic (USA)



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



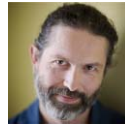
Alexander Ljung
CEO & Founder
SoundCloud (Germany/UK)



Ian Rogers
CEO
Topspin (USA)



Nenad Marovac
Managing Partner
DN Capital (UK)



Simon Wheeler,
Director of Digital
Beggars Group (UK)



Brad Navin
CEO
The Orchard (USA)

Meet the Digital Genii

Social Networking, Music Creation, Talent Discovery/Content Acquisition



Nathan Lew
Head of Marketing & Business Development
Indaba Music (USA)

Social Media & Digital Marketing Strategies



Patrick Ross
Head of Marketing & Artist Relations
AWAL (UK)

Social Media Networking and Digital Marketing Strategies



Jack Stephens
Project Manager
AWAL (UK)

Collecting and Understanding Analytics



Mark Thomas
CTO
AWAL/BuzzDeck (UK)

Sunday 23 January 2011

16.00
18.30

DIGITAL BUSINESS CONSULTING SESSIONS - MEET THE EXPERTS

Receive personalized advice on how to grow your digital business from MidemNet+ experts who will share their wisdom and experience on topics that matter to you.



Gilles Babinet
Entrepreneur & Chairman
Eyeka/MXP4/Awdio (France)



Mike Rosenthal
Digital & Online Strategy Manager of OK Go
& President, **Paracadute** (USA)



Vince Bannon
VP, Entertainment Partnerships & Development
Development
Getty Images (USA)



Scott Sellwood
SVP & General Counsel
Rightsflow (USA)



Olly Barnes
SVP Europe
Grooveshark (USA)



Jordan Walker
Head of Digital & Mobile Business
The Artists Organization (USA)



Ariel Hyatt
CEO
Cyber PR (USA)



Chris Woods
EVP & COO
Tunesat (USA)



Rynda Laurel
COO
af83inc (USA/France)



Barney Wragg
Founder
Barney Wragg Associates (UK)

Monday 24 January 2011

10.00
12.30

DIGITAL BUSINESS CONSULTING SESSIONS - MEET THE EXPERTS

Receive personalized advice on how to grow your digital business from MidemNet+ experts who will share their wisdom and experience on topics that matter to you.



Gilles Babinet
Entrepreneur & Chairman
Eyeka/MXP4/Awdio (France)



Claire Houry
General Partner
Ventech (France)



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



Matthias Immel
Director Business Development Europe
Artificial Life (Germany)



Martin Duval
CEO
bluenove (France)



Brenden Mulligan
VP Strategic Development
Sonicbids (USA)

Meet the Digital Genii

Social Networking, Music Creation, Talent Discovery/Content Acquisition



Nathan Lew
Head of Marketing & Business Development
Indaba Music (USA)

Social Media & Digital Marketing Strategies



Patrick Ross
Head of Marketing & Artist Relations
AWAL (UK)

Social Media Networking and Digital Marketing Strategies



Jack Stephens
Project Manager
AWAL (UK)

Collecting and Understanding Analytics



Mark Thomas
CTO
AWAL/BuzzDeck (UK)

Monday 24 January 2011

16.00
17.45

DIGITAL BUSINESS MENTORING ROUNDTABLES - MEET THE MENTORS

Network & meet with your peers to share best practices & gain highly topical insights in 45 minute roundtables conducted by MidemNet+ mentors – recognized and well-connected industry visionaries.

ROUNDTABLE 1: How to Survive and Grow in the Content Business

Mentor:



Vince Bannon
VP, Entertainment Partnerships & Development
Getty Images (USA)

ROUNDTABLE 2: How to License Your Business Worldwide

Mentor:



Massimo Ciociola
Founder & CEO,
MusiXmatch (Italy)

ROUNDTABLE 3: Taking Music Digital but Keeping its Value - How to Productize Music for Digital

Mentor:



Keith Jopling
Music & Digital Business Consultant
(UK)

ROUNDTABLE 4: Understanding Online Tactics & How to Use Social Media

Mentor:



Ariel Hyatt
CEO
Cyber PR (USA)

ROUNDTABLE 5: Figuring out your Digital Strategy

Mentor:



Barney Wragg
Founder
Barney Wragg Associates (UK)

Tuesday 25 January 2011

10.00
12.30

DIGITAL BUSINESS CONSULTING SESSIONS - MEET THE EXPERTS

Receive personalized advice on how to grow your digital business from MidemNet+ experts who will share their wisdom and experience on topics that matter to you.



Virginie Berger
Founder & Music Strategist
Don't believe the Hype (France)



Matt Smith
Head of Licensing
AWAL (UK)



Keith Jopling
Music & Digital Business Consultant
(UK)



Stephen Somerville
Commercial Director
7digital (UK)



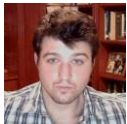
Rahul Powar
Founder & CEO
Apsmart (UK)



Evelyne Vierstraete
Founder
CEConsulting (France)

Meet the Digital Genii

Social Networking, Music Creation, Talent Discovery/Content Acquisition



Nathan Lew
Head of Marketing & Business Development
Indaba Music (USA)

Social Media & Digital Marketing Strategies



Patrick Ross
Head of Marketing & Artist Relations
AWAL (UK)

Social Media Networking and Digital Marketing Strategies



Jack Stephens
Project Manager
AWAL (UK)

Collecting and Understanding Analytics



Mark Thomas
CTO
AWAL/BuzzDeck (UK)

Tuesday 25 January 2011

14.30
16.15

DIGITAL BUSINESS MENTORING ROUNDTABLES - MEET THE MENTORS

Network & meet with your peers to share best practices & gain highly topical insights in 45 minute roundtables conducted by MidemNet+ mentors – recognized and well-connected industry visionaries.

ROUNDTABLE 1: Monetizing the Social Networking Experience

Mentor:



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

ROUNDTABLE 2: Understanding Direct to Consumer (D2C) Strategy

Mentor:



Denzyl Feigelson,
Founder & CEO
AWAL (UK)

ROUNDTABLE 3: Getting your Startup off the Ground

Mentor:



Brenden Mulligan
VP Strategic Development
Sonicbids (USA)

ROUNDTABLE 4: Navigating the Current State of Digital Licensing

Mentor:



Michael Sukin
Attorney
Sukin Law Group & Cowan, Liebowitz & Latman (USA)

ROUNDTABLE 5: How to Promote your Business Digitally

Mentor:



Neil Cartwright
Head of Digital
Media Junction (UK)

Tuesday 25 January 2011

16.30
18.15

DIGITAL BUSINESS MENTORING ROUNDTABLES - MEET THE MENTORS

Network & meet with your peers to share best practices & gain highly topical insights in 45 minute roundtables conducted by MidemNet+ mentors – recognized and well-connected industry visionaries.

ROUNDTABLE 1: Take Your Business to the Next Level

Mentor:



Ted Cohen
Managing Partner
TAG Strategic (USA)

ROUNDTABLE 2: How to turn Music Apps into a Financial Reality

Mentor:



Rahul Powar
Founder & CEO
Apsmart (UK)

ROUNDTABLE 3: Getting your Music in the Cloud

Mentor:



David Hyman
CEO
MOG (USA)

ROUNDTABLE 4: Creating Value from Creative Communities

Mentor:



Dan Zaccagnino
Co-Founder
Indaba Music (USA)

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



Gilles Babinet successfully created and managed various successful businesses as CEO. At the age of 24, he set up Absolut, a product design firm that he sold in 2000 to Euro-RSCG. The same year, he founded Musiwave that was eventually sold to Openwave for \$139M in Jan 2006. Since then, Gilles co-founded Eyeka (a Platform that gathers 75,000 video makers, answering to pitch posted by brands. Eyeka is backed by Ventech Ventures, SFR Ventures and DN Capital), Mxp4 (a company developing a new interactive music format, backed by Ventech and Sofinnova), Dlgicompanion (a company using film and music to organize marketing operations for the brands, backed by Alven Capital), and Sawnd (a music publishing company that helps musicians to increase their presence over the Internet). Gilles is also a shareowner at Awdio, which Streams 150 night-clubs, live, from all continents; backed by Ventech. Gilles is serving as Chairman at Eyeka, Mxp4 and Awdio.

Vince Bannon, VP, Entertainment Partnerships & Development, Getty Images (USA)



Vince Bannon started Concert Company Ritual Inc. while in college in Detroit. The company, which owned and operated nightclubs, produced over 550 shows a year and worked with Nirvana, The Police, Prince, Pearl Jam, Dave Matthews, Nine Inch Nails, and Guns And Roses, among others. Vince served as President from 1979 to 1993. Vince also helped create the popular music festival, Lollapalooza.

From 1994 to 2000, Vince was SVP of Artist Development at 550/ Epic Record. From 2000 to 2001, in conjunction with Clear Channel, he co-produced the Area One Festival Tour Featuring Moby, Outkast, Paul Oakenfold, The Roots and more, with over 20 shows in 17 markets. He was subsequently head of A+R for Redline Entertainment, a film and music content company wholly owned by Best Buy. In 2003, Vince became Executive VP of Music Worldwide for image.net.

Image.net is a technology solution for entertainment companies and works with Universal Studios, Paramount, Disney, and Warner Music Group, delivering all their marketing materials and assets to media and affiliates worldwide. In 2004, Getty Images acquired image.net. Vince became part of the Getty Images business development team, where he currently is VP, Entertainment Partnerships and Development. Vince has played an integral role in the Michael Ochs' Archive acquisition, Sony/BMG Archive representation, Led Zeppelin Reunion exclusive deal, British Music Experience deal, the acquisition of Pump Audio and the recent Premium Playlist launch.

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



Ventura Barba is the Co-Founder & Chairman at Tenzing Media, a business advisory and consulting firm for the Creative Industries, specialised on helping music projects to adapt, growth or expand their businesses. Its roster of clients ranges almost every activity and every agent within the music industry's value chain. Besides, the company develops business research and professional training and education programs for the music industry. He is also the COO at Advanced Music, the organizer of Sonar (The International Festival of Advanced Music and Multimedia Art) among other different activities. Ventura worked at Yahoo! since January 2000 till 2009. Until 2002 he was the General Counsel for Yahoo! Spain and from June 2003 till June 2007 he was the Director of the Legal and Business Affairs Department of Yahoo! Music International. On June 2007 he was promoted to the role of General Manager for Yahoo! Music Europe and Canada.

Previously, Ventura worked for BMG Music Spain & Portugal, as Director of the Legal and Business Affairs Department both for the record and publishing departments. Before that, he worked as a solicitor in Enrich Law Firm where he was head of the New Technologies and Entertainment department. He also worked at the Spanish Authors Collecting Society (SGAE) and in the Movie Industry at the Los Angeles (CA) based company ARENAS GROUP. Ventura has a degree in Law from the University of Barcelona and an MBA in Cultural Enterprises Management from the University of Madrid. Ventura is co-director of the Music Industry Management Course at the Universitat Pompeu Fabra in Barcelona: <http://www.idec.upf.edu/dgim>.

Olly Barnes, SVP Europe, Grooveshark (USA)



Olly was a speaker at the first MidemNet Lab in 2010 as CEO and founder of GoMix, the interactive music format, which is set to re-launch in early 2011 as a music based social media games platform. During 2010 he has since taken on a further role that of Senior Vice President of Europe for Grooveshark, the incredibly popular music streaming service.

Virginie Berger, Founder & Music Strategist, Don't Believe the Hype (France)



Virginie Berger, more than 12 years of experience in the media and music industry, former marketing and content director of MySpace France, reader for IMM, Nanterre university, Irma and author, is the founder and music strategist of "Don't believe the Hype", a website and a full service marketing and promotion company.

Don't believe the Hype the website (<http://virginieberger.com>) is dedicated to musicians, artists, bands and people from the music industry. It gives them the tools, resources, expertise and guidance to help them take their music career to the next level.

Don't believe the Hype the agency is a complete one stop label/artists services agency that implements 360 degree multi-tiered marketing and promotion campaigns providing strategic plans, music marketing, social media and website, business development, project management, media promotion, sync & license all under one roof.

Massimo Ciociola, Founder & CEO, MusiXmatch (Italy)



Massimo (32) is an entrepreneur, technologist, and social music addict. He's founder and CEO of musiXmatch an exciting startup focusing on combining the power of music and meta-data creating the Largest Lyrics Official Data Base in the world having deal in place with Sony ATV, Universal Music Publishing, Kobalt Music, BMG Rights . Before launching musiXmatch, he served as VP Mobile Services at DADA spa (DA.MI) and previously as CEO Iberia & Latin America. Joining in 2000, Massimo helped transition and develop DADA (formerly an ISP) into the leading mobile web media company launching operations in several countries like Spain, Portugal, South Africa, India, Argentina, Mexico, Brazil and he contributed to the JV with Sony Music Entertainment And Dada Inc. in US. Prior to DADA, Massimo founded Wireless Solutions spa then bought by Dada in 2003. Wireless Solutions was a leading mobile apps player licensing technology

and content to the most important publishers like Disney, BBC, RCS, FOX, Gameloft, and building platform like Odigo IM Sms Gateway or UMTS mobile deck for several mobile operators like Vodafone, Telecom Italia, Telefonica. Today, Massimo serves on the advisory board of awesome startup up while he works on plans for his new startup musixMatch.

Ted Cohen, Managing Partner, TAG Strategic (USA)



In an industry that's been slow to embrace change, Cohen is the exception to the stereotypical music-exec rule. Of course, when you start a career on the road with the Sex Pistols and Van Halen, you're more primed for the unexpected.

In his previous role as SVP Digital Development & Distribution for EMI Music, Cohen led next-generation digital business development worldwide for this "big four" record company. During that time, EMI led the industry by embracing and exploiting new technologies and business models such as digital downloads and online music subscriptions, custom compilations, wireless services, high-definition audio and Internet radio.

Cohen also led two highly successful new media consulting operations, DMN Consulting and Consulting Adults, attracting clients such as Amazon.com, Universal Studios and DreamWorks Records. Cohen also held senior management positions at both Warner Bros. Records and Philips Media.

A 30-year industry veteran, Cohen served as Chairman of the Mobile Entertainment Forum Americas and currently chairs international music conference MidemNet. Cohen serves on the boards for NARAS, the Neil Bogart Memorial Fund and co-chairs the new media arm of the T.J. Martell Foundation.

Martin Duval, CEO, bluenove (France)



Martin has been the Founder & CEO of bluenove since 2008. Prior to bluenove, from 2001 at Orange, Martin has been developing and managing innovative projects and services. Most of them have partnered with startups worldwide, ranging from mobile applications, LBS, contact-less, convergence, digital entertainment & media. In 2006, he built a 'Corporate Open Innovation' program at Orange, the 'Orange Start Up Programme' focusing on innovative mobile/web 2.0 services. Martin holds a Master in Physics, a Master in New Technologies (ESSEC / Telecom Paris) and an MBA (Chicago). He started his career in the Aerospace industry (Eurocopter/EADS group), followed by management roles in Change Management consulting and Venture Capital.

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



A lifelong musician and trained music-therapist, Denzyl has had the opportunity to personally manage and work closely with many of the world's most popular and most diverse artists. Hailing from South Africa, he has guided and discovered the careers of some of the African continent's most successful artists (Ladysmith Black Mambazo, Johnny Clegg). He was instrumental in the worldwide success of Paul Simon's groundbreaking album "Graceland" and produced the 1st grand-scale multi-racial "Concert in the Park" in South Africa (1982) attended by over 250,000 people.

Denzyl has been a strategic consultant to Apple since 2001 in multi-aspects of the music business, including digital, music licensing, creative, retail and live-events. Since its initial launch in 2003, Denzyl has been an integral part of the iTunes team, and its success. He has worked across multiple countries and has

been responsible for the editorial direction and programming of all genres of music. Denzyl is currently working on global live projects, events and original content for iTunes, and since 2007, has been producing the 31-day annual iTunes Festival in London.

Denzyl is the founder and CEO of AWAL.COM (Artists Without A Label), which is a pure-play digital music company representing over 5,000 artists. AWAL has been instrumental in the discovery and digital-incubation of unsigned talent: (Arctic Monkeys, Editors, Klaxons, Misty Miller, Tina Dico, Priscilla Ahn...to name a few)

Denzyl is also a strategic music consultant and licensing expert working with brands such as Coca-Cola, Fanta, Sprite, Nike, Ralph Lauren, Coach, Western Union and others.

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



Bruce Houghton is the President of booking agency Skyline Music and blogs daily about the new music industry 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. Houghton also sits on the Advisory Board of The New Music Seminar and consults for select clients in the music and music tech sector including Bandzoogle and fanatic.fm.

Booking agency Skyline Music represents a unique middle ground between the major agencies and the smaller boutiques. Skyline's team of 12 offers aggressive and personalized services to a diverse roster of select artists including Arturo Sandoval, Solomon Burke, Roger McGuinn and just 35 others. As part of the agency's mission to help clients navigate the shifting music industry landscape, Skyline President Bruce Houghton began chronicling these changes on his blog

Hypebot.com in 2005. His daily updates have grown to become the premier source of news and commentary at the important intersection music and technology. In 2010, Skyline Music also added the respected industry essay blog Music Think Tank to its online publishing roster.

Claire Houry, General Partner, Ventech (France)



Claire joined Ventech as General Partner in 2008. She focuses on Software, Internet and Wireless sectors. Claire brings to Ventech her international investment experience in varied sectors as well as her sector-based expertise in Information Technologies. She currently sits on the board of MXP4, BonitaSoft, B-Process and Vestiaire de Copines.

Claire started her career at Crédit Lyonnais in projects financing activities in France and in the USA. Then she participated in the creation and in the development, between 2000 in 2005, of the Venture capital department of Crédit Lyonnais (which will become Credit Agricole Private Equity), leading the investments in companies as Musiwave (sold to Openwave) or Meiosys (sold to IBM).

In 2005 Claire co-funded the Infrastructure fund for AXA Private Equity, investing in the Utilities sector in Europe.

Claire is an engineer in electronics (Institut Supérieur d'Electronique de Paris) and graduated of ESSEC.

Ariel Hyatt, CEO, Cyber PR (USA)



Ariel Hyatt is the founder of Ariel Publicity, a social media PR firm based in New York. Their Cyber PR® Campaigns place musicians on blogs, podcasts, and Internet radio stations and coach them to create authentic relationships with fans. Since 1996, Ariel Publicity has represented over 1,600 independent musicians.

The Cyber PR® software is a web based PR solution that integrates transparency and education and has effectively helped artists transform their online marketing and fan base building.

Her book Music Success in Nine Weeks helps musicians get in control of their online strategies and her ongoing blogging challenges keep artists accountable through the reading process.

David Hyman, CEO, MOG (USA)



David Hyman, a self-proclaimed music junkie, is CEO & founder of MOG Inc., a next generation music media company founded in 2005. MOG's unlimited, on demand subscription music service provides access to a deep library of close to 10 million songs & over 800,000 albums through its mobile apps, online, & on streaming entertainment devices. MOG Inc. is also provider of The MOG Music Network (MMN), the premier destination for music content online & largest music focused advertising network consisting of over 1300 music sites, reaching over 23 million people each month.

Prior to MOG Inc., David served as CEO of Gracenote, the world's largest music database & music-identification service, which sold to Sony for \$260 million in 2008. Previously, he was SVP of Marketing at MTV Interactive, & co-founded Addicted to Noise, the webzine that pioneered multimedia music reporting & around-the-clock music news.

Matthias Immel, Director Business Development Europe, Artificial Life (Germany)



Matthias Immel has more than 15 years of experience as an executive in the telecommunications, media and entertainment industry. He's overseeing as Business Development Director the European business of Artificial Life, one of the leading mobile application developers worldwide (Headquarter in Hong Kong), who has also published groundbreaking apps in the music area like "Linkin Park 8 Bit Rebellion". Prior to this role, Matthias has worked as Vice President at T-Mobile International within the Consumer Marketing Unit in London and Bonn, and was responsible for the development and implementation of international products in the messaging and data area (Ringback-Tone and Full-Track Music Download amongst others) and marketing programs in Sports (UEFA EURO2004 and FIFA-Worldcup 2006) and Music (Blackeyed Peas with Motorola and Robbie Williams with SonyEricsson).

Keith Jopling, Music & Digital Business Consultant (UK)



Keith is a business strategy and innovation professional consulting in the entertainment, information and digital media sectors. He is passionate about bringing customer insight, innovation and new business models to life. He is currently running several development projects in the music industry for both the BPI and ERA. He has done major digital development or strategy projects for EMI, Live Nation, Nokia, Sony-AIM and others including most recently Daily Mail Group. He has also done music service development for high-end audio brands like Bowers & Wilkins and Bang & Olufsen and has done numerous projects for trade bodies in music. He was Research Director and IFPI 2000-2006 and blogs sometimes on music at <http://juggernautbrew.blogspot.com/>.

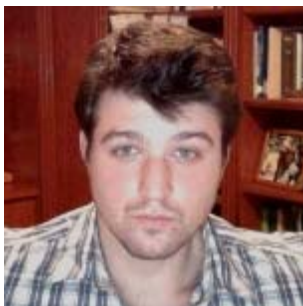
He is a Business Management graduate from Aston Business School in the UK and prior to music & media he worked in management consulting, healthcare policy and pharmaceuticals.

Rynda Laurel, COO, af83inc (USA/France)



Rynda Laurel is currently the COO of af83inc, the international/US division of af83/af83media (France). Combining her background in the music business, digital marketing, social media and business development, she creates synergy between companies, partners and clients. Because of her expertise in these areas you will often find Rynda speaking at conferences, mediating panels, and organizing events. As part of her belief and passion for giving back, she founded Vertigal (a socially conscious marketing company) and CauseWeRock.org. For more information on all projects please go to www.ryndalaurel.com

Nathan Lew, Head of Marketing & Business Development, Indaba Music (USA)



Nate Lew is head of marketing and business development at Indaba Music, an online community of over 550,000 musicians with services and applications ranging from social networking, production and collaboration to music sales, talent discovery, job listings and education. In his role, Nate is responsible for the vision, strategy and execution of all initiatives related to artist, media and content partnerships, new user acquisition, on-site programming and opportunity development, as well as PR. Prior to joining Indaba Music, he was the director of marketing and business development for UltraStar Entertainment, a division of Live Nation Artists, where he worked with over 40 artists on building, maintaining and monetizing their web presences, including the Rolling Stones, AC/DC, David Bowie, and the Zac Brown Band. Nate originally hails from Boston, MA and is a 2005 graduate of Skidmore College.

Alexander Ljung, CEO & Founder, SoundCloud (Germany/UK)



Alexander is CEO and founder of SoundCloud, the Berlin based internet start-up that moves music. Prior to SoundCloud he has worked with sound design for feature films, co-authored a book on online sociology, co-founded a consultancy network and kept the dream of one day writing the perfect song alive. He has a M.Sc. degree from The Royal Institute of Technology and plenty of unfinished courses from other universities. He was born in the UK, grew up in Sweden and the Middle East and can now be found in Berlin, Mitte.

SoundCloud is a Berlin based startup that lets users move music fast and easy via the web. The platform takes the daily hassle out of receiving, sending and distributing music for artists, record labels and other music professionals. Described as both a "Google Docs for audio" and "flickr for music" SoundCloud has already gained a strong position among music professionals and is used daily for collaborating and promoting the tracks you will find on iTunes next month.

Nenad Marovac, Managing Partner, DN Capital (UK)



Nenad Marovac has more than 17 years of venture capital and private equity investment experience in the media, telecom and technology sectors. Mr. Marovac is the Founder and Managing Partner of DN Capital which is an investment boutique focusing on investments in software and digital media in Europe and the US. Mr. Marovac is a Board member of Apsmart, Eyeka, Shazam Entertainment, Tbricks, OLX and Chairman and CEO of DN Capital. Mr. Marovac founded DN Capital in June 2000 after leaving Advent International, one of the world's leading global private equity houses, where he was a Partner in the London office. At Advent International, he spent five years investing in European media, IT services, Internet and telecom companies. His investments include Synergon (IPO: LSE/BSE), Hogart, Internet Securities (now Euromoney) and @Entertainment (IPO Nasdaq: acquired by UPC). Prior to Advent, Mr. Marovac

was a Financial Analyst in the leveraged buyout group of Bankers Trust in New York focusing on media and communications. Mr. Marovac received an M.B.A. from Harvard Business School and a B.S. in Business Administration cum laude from San Diego State University with Distinction in Finance.

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



Rachel Masters is a Partner & Co-Founder of Red Magnet Media, which helps Artists, media companies and artisanal brands build effective digital strategies and communities. Red Magnet Media's clients include Linkin Park, the Hearst Corporation and The Node, a collaboration network for creative nerds co-founded with the comedian Chris Hardwick. Before co-founding Red Magnet, Rachel was the Vice President of Strategic Relationships at Ning and managed over 300 branded social networks with partners including as 50 Cent, Red Light Management and The Collective. Prior to Ning she was the Associate Director of Strategic Relationship and Business Development at Warner Music Group. In this role, she launched new relationships with innovative digital media companies such as YouTube. Prior to Warner Music Group, she was an Associate at StarVest Partner, L.P. a New York-based venture capital fund. Rachel was also a television producer at Cablevision, Fox and MTV Networks. She holds a B.A. from Brandies

University, where she was named a University Scholar and graduated cum laude and with High Honors. Rachel also received a MBA from New York University's Stern School of Business.

Brenden Mulligan, Founder & President, ArtistData and VP Strategic Development, Sonicbids (USA)



Brenden Mulligan has seen the music industry from almost every angle. Throughout his career, he's worked as a label exec, manager, agent's assistant, promoter/talent buyer, and tour manager. In 2008, he launched ArtistData to help artists manage the overwhelming number of online resources continually appearing online and offline. Today, tens of thousands of musicians use ArtistData to simultaneously publish information to over 20 social networks and concert databases, as well as print tour documents and alert local press about upcoming gigs. Mulligan continues to innovate in the music industry and create products that help musicians take the next steps in their careers.

Brad Navin, CEO, The Orchard (USA)



Brad Navin was appointed to Chief Executive Officer of The Orchard in February 2010. Prior to being named CEO, Brad served as Vice President and General Manager, where he oversaw global marketing, licensing, operations, and was responsible for the implementation and supervision of the company's global business strategy. Before joining The Orchard, Brad served as a senior executive at Digital Club Network and was also an artist manager at Invasion Group Management. Brad holds a B.A. from Loyola College. Brad is a sucker for a song with a good hook and is very proud of the fact that his son's first earworm was "Yellow Submarine".

Rahul Powar, Founder & CEO, Apsmart (UK)



Rahul is a technologist, entrepreneur and music fanatic. He founded Apsmart to bring experienced strategy, design and execution services to the newly relevant mobile application phenomenon. Before founding Apsmart, Rahul was the principal technical architect for Shazam Entertainment, a UK-based provider of music recognition and search services. As technical architect, he shaped Shazam and enabled its technology openness and web / mobile integration across all the platforms and volume it supports today. Before the launch of the iTunes AppStore, he envisioned and wrote the first Shazam iPhone application, an App that was featured in the store on the Appstore's launch date in most territories.

Ian Rogers, CEO, Topspin (USA)



Ian Rogers, Topspin's CEO, is a music and technology industry veteran with roots in defining the way artists and consumers promote and experience digital media online. Rogers has been building digital media applications since 1992. Prior to joining Topspin, Rogers was General Manager at Yahoo! Music, overseeing the development of the world's #1 Music Web site, Music.Yahoo.com. Before joining Yahoo!, Rogers was founder, president and CTO of both Mediocode and rVision, and he was part of Nullsoft, makers of Winamp, SHOUTcast, and Gnutella. Rogers was also the President of New Media for the Beastie Boys' record label and lifestyle brand Grand Royal.

Mike Rosenthal, Digital & Online Strategy Manager of OK Go and President, Paracadute (USA)



Mike Rosenthal began his career with OK Go in the fall of 2009 as the band's Digital and Online Strategy Manager. He worked closely with the band on the rollout of the album *Of The Blue Colour Of The Sky*, and the numerous videos and interactive projects that accompanied its release. In January of 2010 he helped the band transition from their major label (EMI/Capitol) to their own independent label and production company, Paracadute. Mike now runs Paracadute, overseeing the band's general strategy and presence, as well as the execution of their various creative endeavors. Before working with OK Go, Mike was a founding partner of The Tank, a non-profit performing arts center in Manhattan. He is also the founder and organizer of the Blip Festival, an international electronic music festival celebrating 8-bit music and visuals.

Patrick Ross, Head of Marketing & Artist Relations, AWAL (UK)



Originally from Atlanta, GA, Patrick graduated with honours from Belmont University in Nashville, TN with a BBA in music business. After working with several record labels (Theory 8, Nettwerk, & Albert Productions), he started Delta-9 Online, a company specializing in web presence and social media management for artists and labels. In 2008 he joined the AWAL team in London, where he now serves as the Head of Marketing and Artist Relations.

Scott Sellwood, SVP & General Counsel, Rightsflow (USA)



Scott Sellwood, SVP and General Counsel at RightsFlow, oversees the company's business operations and spearheads its legislative affairs, including bill tracking, research and outreach.

A former litigator and counselor for an international array of companies while at Farella, Braun + Martel, LLP and Landels, Ripley & Diamond, LLP, Scott applies his substantial experience drafting and negotiating complex agreements and implementing strategic business initiatives to develop RightsFlow's innovative licensing protocols. Specific to the music industry, Scott has a wide-ranging background in licensing, publishing, digital distribution and promotion, gained through prior roles as an attorney, artist consultant, manager of a vinyl-only record label (Pedal Bark Records) and independent promoter.

Scott is also a well-traveled musician, having toured extensively throughout the United States, Canada and Europe as a long-time member and tour manager of the indie band, Saturday Looks Good to Me (K Records).

Matt Smith, Head of Licensing, AWAL (UK)



I have acted as a consultant in developing licensing departments for some of the biggest physical and digital distribution companies in the UK.

Through working in these key areas, I have developed close relationships with other publishers, record labels, new media, managers and artists and have gained unique insight into all aspects of the contemporary music industry. My success at AWAL thus far can be attributed to the strong leadership skills I have shown in the strategy and development of our licensing platform and rights collection service, that stands as one of the largest digital distribution companies in the UK. As part of my transition I have strived to create new profit centres that are compatible with AWAL's existing business model, that has added value to both them and their clients.

Stephen Somerville, Commercial Director, 7digital (UK)



Stephen heads up the business to business unit at 7digital, which brings him in touch with labels, publishers, broadcasters, telcos, consumer electronics manufacturers, digital media start-ups, retailers and brands. The b2b arm of 7digital has powered over 1,000 digital media services across the world, offering all kinds of digital entertainment services, but with a focus on music. 7digital offer a fully licensed catalogue of over 12m tracks across over 30 territories, with offering an extensive API as well as custom built applications and services.

Prior to joining 7digital, Stephen was Commercial Manager at UKTV for more than three years, working across a network of 10 channels to maximise revenue from the UKTV portfolio. Before this, Stephen was head of programming for UPC TV's four premium Sport Channels in Central Europe reaching more than 1.2 million subscribers. Prior to this, Stephen was Business Development Manager at Yahoo!

UK & Ireland.

Jack Stephens, Project Manager, AWAL (UK)



Having grown up in and around the music industry, Jack formalised his knowledge with a degree in audio technology and music industry studies at City University London, graduating in summer 2008, during which time he worked in the management office of stars such as George Michael, Holly Valance and Natalie Imbruglia to name a few. After a brief stint in the audio-visual installation business Jack joined AWAL in early 2009 as project coordinator, which sees him holding meetings with and creating proposals of work for potential clients, as well as overseeing the day-to-day running of the office.

Michael Sukin, Attorney, Sukin Law Group & Cowan, Liebowitz & Latman (USA)



Sukin Law Group has been listed by Chambers U.S.A. where Mr. Sukin is referred to as a “gifted lawyer of rare experience in music issues.” He has worked on music business, copyright and legislative issues in North America, Europe, Japan and Latin America. Mr. Sukin has been a key player in the acquisition and sale of major music entities. He holds a certificate from the Institut d’Études Politiques, is a magna cum laude graduate of Cornell University and the Stanford University Law School. Mr. Sukin is fluent in the French language. After a long working relationship, Sukin Law Group recently announced their affiliation with Cowan, Liebowitz & Latman, P. C., a firm which is recognized as a worldwide leader in intellectual property law and related litigation and business transactions.

Mark Thomas, CTO, AWAL/BuzzDeck (UK)



Mark originally trained in sound engineering, but after a brief stint at Technicolor mixing film soundtracks he set up his own successful web development company. He joined AWAL as CTO in 2008, shortly thereafter creating and developing BuzzDeck - AWAL's metrics and analysis platform. He continues to oversee development of BuzzDeck as well as AWAL's new and unique distribution platform.

Evelyne Vierstraete, Founder, CEConsulting (France)



Evelyne has managed the digital departments of several French independent labels and worked with both international and local DSPs as well as operators. She also was Director of the digital development and business of the startup Qobuz, the French high quality sound level music digital store. She currently negotiated with the major companies as well as all French and international independent labels, succeeding to sign innovative and exclusive deals for creative business and partnerships. She now runs her own consulting business in digital strategy.

Jordan Walker, Head of Digital & Mobile Business, The Artists Organization (USA)



Jordan Walker runs the Digital Marketing & Business Development strategies for The Artists Organization, a boutique music and brand management firm founded by music industry veteran Gary Gersh. Based in New York, Jordan serves on the management teams for Lenny Kravitz, John Legend, Chris Cornell, Soundgarden, Matisyahu, Portugal The Man, and The Middle East. In his role, Jordan directly advises his artists on their social media/ marketing efforts, global digital business and investment activities. Jordan's focus for each client is building foundations, engaging communities, and monetizing through sales, touring, sponsorships, digital licensing, investments and equity deals. Prior to The Artists Organization, Jordan was a Digital Marketing Manager at Universal Motown Republic Records where he helped develop Amy Winehouse, Mika, Hinder, Colbie Caillat, and Blue October among others. He also served as an Account Manager at Universal Music

Group where he advised online and mobile partners such as Jamster, Alltel, Passalong and Tunecore. He is a 2004 graduate from New York University.

Simon Wheeler, Director of Digital, Beggars Group (UK)



Previously a musician, remixer, engineer, producer and promoter, Simon has been with The Beggars Group since 1990. Starting work with online distribution in 1997 - licensing the entire groups' catalogue for individual download and delivering the first territorially restricted download in 1998 - Simon has since worked with almost every significant entity in digital media. He is chairman of AIM's New Media Committee in the UK, has spoken at most music conferences around the world on digital music and media, made statements to the UK parliament on DRM and has testified at the USA's CRB webcasting proceedings, but the most important role is keeping the Beggars Group of labels at the forefront of all new technologies to deliver its award winning roster of artists to the widest possible audience. The Beggars Group represents the following labels: 4AD, Matador, Rough Trade, XL Recordings

Chris Woods, EVP & COO, Tunesat (USA)



Executive Vice President, Chris Woods, has an extensive background in the music business and sound processing technologies. He has been instrumental in building TuneSat's technological portfolio, including the surveying, acquisition and development of audio fingerprinting technologies. His knowledge of practical music royalty collection issues positions him as a leader in the development of TuneSat.

TuneSat is a proprietary audio fingerprint technology company which detects music being played just about anywhere, even in the noisiest of environments - under dialogue, sound effects, or voiceovers - in full duration, providing unrivaled accuracy in reporting information to clients. For TuneSat subscribers, access to worldwide detection data is available 24/7/365 through a secure online portal in as little as an hour after broadcast. Customized detection reports provide detailed

information about what music was used when and where, as well as a downloadable audio recording of the captured detection. TuneSat is actively monitoring nearly 200 channels in the U.S., U.K., France, Germany and Italy, with many more territories to come.

Barney Wragg, Founder, Barney Wragg Associates (UK)



Barney Wragg Associates is a digital strategy consultancy. It specialises in supporting organisations that are growing or evolving in the digital media industry. Clients include musicians, entertainment businesses and other brand owners.

Founder Barney Wragg has spent his career at the leading edge of digital media, creating profitable new business models for global music companies and for technology providers.

He worked in the record business for ten years leading the growing digital divisions of Universal and EMI and introducing new services including iTunes, YouTube and Spotify. He pioneered the majors' move to DRM-free and established many of the industry's current practices for digital marketing, content delivery and brand partnerships.

Before music he worked in technology start-ups, including the microprocessor provider ARM where he developed audio solutions for new consumer applications. ARM's designs can today be found in iPods, iPads and almost every mobile phone.

Dan Zaccagnino, Co-Founder, Indaba Music (USA)



Dan Zaccagnino, Indaba Music co-founder, is responsible for the overall vision and strategy of the company, and is primarily focused on Indaba's product development and business development initiatives. Dan graduated from Harvard University where he co-founded the student run record label, Veritas Records. Throughout college he also worked for Blue Note Records and Virgin Records. Dan is an active musician, songwriter, and instrument collector, a member of The Recording Academy, and a member of the Steering Committee for the non-profit, Education Through Music.