



GREAT STORIES START AT MIDEM

HOW MIDEM HELPED ARTISTS GROW THEIR PROFILE GLOBALLY

THE CHALLENGE

Even though the music industry is now thriving and growth is back worldwide, artists & their teams still face multiple challenges. It's never been as difficult for artists to stand out of the crowd, reach global audiences and navigate the complex music business landscape.

HERE ARE A FEW BUSINESS CHALLENGES THAT ARTISTS SHARED WITH US



IRIS GOLD

- Find a label and distribution partner for Europe and USA
- Find European partners



ADIAN COKER

- Release and promote a debut album
- Find European partners



LE GALAXIE

- Come out of the Irish Market and go international
- Connect with publishing & sync key industry figures
- Look for label's deals on other territories



FAR FROM ALASKA

- Sign with an international booking agency
- Find co-management companies for the international market
- Find a label outside Brazil

THE SOLUTION

To address these challenges, these artists and their professional entourages identified the **Midem Artist Accelerator** as an interesting solution and submitted their participation to this international competition.

Designed to support managers, agents, labels and publishers looking to grow their artists' profiles globally, this exclusive bootcamp indeed brings a range of curated networking opportunities, coaching sessions & workshops with leaders of the international music industry. Its finalists also have a chance to play a live set on the Midem beach of Cannes and to see their song featured on Midem' playlists & vinyl compilation.

The four artists were acknowledged as upcoming international talent and selected by the Artistic Committee to be part of the 11 finalists.



THE RESULTS

Thanks to their participation to the **Midem Artist Accelerator** programme, Iris Gold, Adian Coker, Le Galaxie and Far From Alaska found exciting opportunities answering their objective:



• **IRIS GOLD** (2017 MAA Finalist) signed a global artist deal with the Midem Artist Accelerator's Artistic Committee's Patrik Larsson's Playground Music Sweden further to her Midem performance! Her first single "All I Really Know" was released on Friday 10 November 2017. It will then be followed by a Nordic Tour.



• **ADIAN COKER** (2017 MAA 2017) has joined Ne-Yo on his current UK tour, after having met MAA Artistic Committee member Rob Hallett (Robomagic) at Midem 2017! *Find out more*



• **LE GALAXIE** (2015 MAA Finalist) closed a publishing deal with New York-based independent publisher Reservoir Media Management (Major Lazer, MØ, M.I.A), started working with European promoter Rob Hallett, CEO of Robomagic and signed a licensing deal with Sony in the US. *Find out more*



• **FAR FROM ALASKA** (2016 MAA Finalist) Shortly after their MAA experience they closed a deal with American producer Sylvia Massy, and played live on the main stage at 2017 Download Festival in Paris last June. *Find out more*

MIDEM ARTIST ACCELERATOR IN THEIR WORDS

"You wanted an opportunity, now you've got it! The Midem Artist Accelerator programme is a fantastic platform to showcase your talent to the world. You can speak directly to successful global artists, influential label executives and concert promoters and if you utilize the opportunities well Midem could truly accelerate your career, just as the name suggests!"

Nike Durosaro, Manager of SHAKKA (2017 MAA Finalist) from UK

"The Midem Artist Accelerator, a privileged opportunity for new artists to perform in one of the most beautiful cities of France, in the presence of the greatest professionals of today's music industry."

Hanna Cho, Manager of XXX (2017 MAA Finalist) from South Korea

"Thanks for letting me be a part of the Midem Artist Accelerator experience and allowing me to meet with so much amazing talent from around the world in one place and at one time. Very rewarding and I see much business coming out of this long-term"

Patrik Larsson, A&R Playground Music, (Artistic Committee member since 2017) from Sweden

"The Midem Artist Accelerator is an exceptional programme; to give artists from all over the world the opportunity to connect with leading minds in the music business to aide in their success is the practical leg-up that artists need in the current industry climate."

Rachel Graham, Passé Publishing, 2017 MAA Mentor from France

Visit midem.com to stay updated on Midem and Midem Artist Accelerator!
Submit here until the end of January!