**MIDEM 2019**

**TUESDAY 4 JUNE**

**MAIN ROOM**

**STREAMING SUMMIT**
- 10:00-10:15 The Rise of New Streaming Markets
- 10:15-10:30 Is the Middle East the New Streaming Eldorado?
- 11:30-11:45 Are Streaming the Future Labels? Will Music Streaming Ever Be Profitable?

**MUSIC & BRANDS**
- 10:30-11:15 Music & USC: Developing an Authentic Brand Connection
- 11:15-11:30 Branding Deals: a Talk With Carter Bryant
- 11:30-12:15 How Many: the Intersection of Sport & Song
- 12:15-13:00 Sony Music Brands UK x Lorne Head Case Study

**ARTIST HUB**

**WORLDWIDE VILLAGE**

**SPOTLIGHT ON ASIA**
- 10:15-10:45 Doing Business in Japan
- 11:15-11:30 A Talk with Vineeta Shandilya, India
- 11:30-11:45 Songwriting for K-Pop
- 11:45-12:15 A Refresh to China’s Live Music Scene
- 12:45-13:15 A Changed Landscape of Recorded Music in major markets in Asia

**MIDEM LATIN AMERICAN FORUM**
- 14:30-15:15 A Look at Rapid Growth, Streaming Future - Recorded Music Consumption in Latin America
- 14:45-15:15 A Talk with Jorge Mejia, Sony/ATV Music Publishing Latin America
- 15:15-15:30 A United Latin Music Market to Foster Internationalization of Latin Music
- 15:30-16:15 Spain’s New Music Scene: A Talk with C Tangana
- 16:15-17:00 Putting Brazil (Back) on the Global Music Map

**INNOVATION ROOM 1**

**STARTUP PROGRAMME**
- 14:30-15:15 Top 10 Tips for Artists to Market Your Live Shows
- 15:30-16:15 Workshop
- 16:30-17:15 Understanding A&R: from Being Spotted to Building a True Team Partnership

**INNOVATION ROOM 2**

**STARTUP PROGRAMME**
- 14:30-15:15 I Sold my Startup. What’s Next?
- 15:30-16:15 How to Raise Funds?
- 16:30-17:15 Music Tech Communities: The Hub-Startup Relationship

**NETWORKING HUB**

**SPEED MEETINGS**
- 10:30-11:30 Meet the Lawyers
- 12:00-13:00 Meet the Publishers

**SPEED MEETINGS COUNTRIES**
- 14:00-15:00 Meet the Managers
- 15:30-16:30 Meet the Swiss

**MIDEM KEYNOTES**
- 17:15-18:00 Mathew Daniel, VP International, NetEase Cloud Music (China)
- 18:00-18:45 Troy Carter, CEO & Founder, Atom Factory (USA)

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MIDEM 2019

WEDNESDAY 5 JUNE

**MAIN ROOM**

<table>
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<tr>
<th>TIME</th>
<th>EVENT</th>
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<tr>
<td>9:30</td>
<td>The Legal Update for Entertainment &amp; Technology</td>
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<tr>
<td>11:30</td>
<td>Coffee Break</td>
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<tr>
<td>12:00</td>
<td>Masterclass: Fair Use &amp; Copyright Exceptions</td>
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**LEGAL SUMMIT**

In association with IAEL

9:00-10:30 | Legal Update for Entertainment & Technology
10:30-11:30 | Coffee Break
11:30-12:00 | Masterclass: Fair Use & Copyright Exceptions

**WORLDWIDE VILLAGE**

**SPOTLIGHT ON GERMANY**

10:00-11:00 | Exporting German Music
11:00-11:45 | Q&A Session
11:45-12:45 | Germany in a Global Music Marketplace

**MIDEM AFRICAN FORUM**

14:30-16:00 | Roadmap to the African Music Markets
16:00-16:45 | Discussing the African Music Industry: Why the West is looking at Africa?

**SYNC**

10:00-10:30 | Behind the Sync of Latin Music: Global Cultural Relevance
10:30-11:15 | Dream Big Without Big Money in Sync
11:15-11:45 | The Queen of Sample Clearance: a Talk with Deborah Mannis-Gardner
11:45-12:30 | Scoring Super Bowl Sync Touchdowns

**NETWORKING HUB**

**SPEED MEETINGS**

10:30-11:30 | Meet the Poles
12:00-13:00 | Meet the Women in Music
14:00-15:00 | Meet LatAm
15:30-16:30 | Meet the Catalans

**SPEED MEETINGS**

10:30-11:30 | Meet the Poles
12:00-13:00 | Meet the Women in Music
14:00-15:00 | Meet LatAm
15:30-16:30 | Meet the Catalans

**MIDEM KEYNOTES**

17:30-19:00 | To be announced

**SYLVIA RHOSE, CHAIRMAN & CEO, EPIC RECORDS (USA)**

**DINA LAPOLT, PRESIDENT, LAPOLT LAW (USA)**

**MIDEMLAB**

Presented by Deezer & Recochoku

10:30-11:30 | Midemlab Pitches: Music Creation & Education
11:30-12:30 | Midemlab Pitches: Music Distribution & Discovery

**MIDEM LAB**

**MIDEMLAB**

Presented by Deezer & Recochoku

10:30-11:30 | Midemlab Pitches: Marketing & Data/Analytics
15:30-16:30 | Midemlab Pitches: Experimental Technologies
17:00-17:30 | Midemlab Winners Announcement

**ARTIST HUB**

**WORKSHOP**

11:15-12:00 | Workshop
11:15-12:00 | Masterclass Artists Speak To Artist: Infected Mushroom presenting Polvorazo

**CASH FACTORY**

**SYNC**

10:00-10:30 | Behind the Sync of Latin Music: Global Cultural Relevance
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**MUSIC LAB**

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**DISCOVER MIDEM BY NIGHT**

Where every evening, registered Midem participants attend open bar parties, live music events, meetups and celebrations!

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MIDEM 2019
THURSDAY 6 JUNE

MAIN ROOM
LIVE SUMMIT
In association with Pollstar
10:00-10:15 The Impact of Brexit, Regulations & Geopolitical Issues on the Global Touring Marketplace
10:15-10:30 How Global Brands Can Form Partnerships with International Tours & Live Events?
10:30-10:45 International Festivals: Presenting the Right Mix of Global, Local & Regional Talent
10:45-11:00 The Next Big Ideas of Live Entertainment

MARKETING & PROMOTION DAY
10:30-11:15 Why Having a Multi-Channel Marketing Strategy Is Important?
11:15-11:30 Flexibility is Everything in the Modern Music Strategy Campaign
11:30-12:00 Midem Global Marketing Trends

WORLDWIDE VILLAGE
MUSIC CITIES
In association with Sound Diplomacy
10:00-10:15 Welcome & Intro
10:15-10:45 Music Cities: Presentation
10:45-11:00 Music, Urban Affairs & the Sustainable Development Goals
11:00-11:15 Music Cities: Where Music Drives Economic Development
11:15-11:30 Closing Remarks & Networking

MUSIC & ESPORTS
In association with Esports BAR
14:15-14:30 The Bourgeois Music Scenes of Central & Eastern Europe
14:30-14:45 Music & Esports: Gaining Momentum?

GLOBAL INDIE VOICES
In association with IMPALA, WIN, Merlin & IMPF
14:30-14:45 Learn How to Get Your Music Placed in TV, Movies & More
14:45-15:30 Masterclass Artists Speak To Artists: Dave Rawcliffe (Blue)

ARTIST HUB
10:15-11:15 Understanding Management: Meet with Top-Notch International Managers
12:15-13:00 Music Moves Europe
14:30-15:00 Learn How to Get Your Music Placed in TV, Movies & More
14:45-15:30 Masterclass Artists Speak To Artists: Dave Rawcliffe (Blue)

NETWORKING HUB
SPEED MEETINGS
10:30-11:30 Startup Programme: Speedmeetings Session 1 (Startups Only)
11:30-12:30 Startup Programme: Speedmeetings Session 2 (Startups Only)

MARKETING & PROMOTION DAY
11:30-12:00 International Festivals: Presenting the Right Mix of Global, Local & Regional Talent
12:00-13:00 Midem Global Marketing Trends

CASH FACTORY

WORLDWIDE VILLAGE

PHOTOFACTORY

NETWORKING HUB
SPEED MEETINGS
10:30-11:30 Startup Programme: Speedmeetings Session 1 (Startups Only)
11:30-12:30 Startup Programme: Speedmeetings Session 2 (Startups Only)

PITCH CORNER
12:15-13:00 Spotify Workshop for Independents
In association with Spotify

COPYRIGHT SUMMIT
14:30-15:15 Data & Transparency: the Return of Global Music Databases
15:30-16:15 The Value Gap Debate: What’s Next?
16:00-16:45 A World Tour of Copyright

MUSIC LAB
15:45-16:45 Midem Songwriting Camp Top 10 Tracks Reveal

GLOBAL INDIE VOICES
In association with IMPALA, WIN, Merlin & IMPF
14:30-14:45 Midem Songwriting Camp Top 10 Tracks Reveal

MIDEM KEYNOTES
17:00-19:00

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MIDEM 2019 FRIDAY 7 JUNE

CASH FACTORY

HIP-HOP MUSIC
In association with A3C
10:30-11:15 Chinese Hip-Hop Goes Mainstream
11:45-12:15 Mixing Artistic Excellence & Mainstream: a Talk with Hamza
12:15-13:00 Atlanta: 30 Years & Running as the Hip-Hop Capitol of the World

WORLDWIDE VILLAGE

SPOTLIGHT ON EUROPE & NORTH AMERICA
10:30-11:15 Music Consumption in North America by Nielsen Music
11:15-11:45 How Carpenter Brut Made it in America
12:00-13:00 The Year K-pop Broke in the USA in 2019
10:45-11:15 A Talk with Neil Portnow
11:45-12:00 K-Pop in the USA: the Data Behind the Phenomenon

NETWORKING HUB

SPEED MEETINGS
10:30-11:30 Meet the Music Supervisors

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