



# MIDEM 2019 TUESDAY 4 JUNE



## MAIN ROOM

### STREAMING SUMMIT

- 10:00-10:30 The Rise of New Streaming Markets
- 10:30-11:15 Is Middle East the New Streaming Eldorado?
- 11:15-12:00 Will Music Streaming Ever Be Profitable?
- 12:00-12:45 Are Streamers the Future Labels?

## CASH FACTORY

### MUSIC & BRANDS

- 10:30-11:15 Music & UGC: Developing an Authentic Brand Connection
- 11:15-11:45 Branding Deals: a Talk With Cortez Bryant
- 11:45-12:30 Hail Mary: the Intersection of Sport & Song
- 12:30-13:00 Sony Music Brands DE x Lions Head Case Study

## WORLDWIDE VILLAGE

### SPOTLIGHT ON ASIA

- 10:30-11:00 Doing Business in Japan
- 11:00-11:30 Mainstream vs Underground Hip Hop in India
- 11:30-12:00 Songwriting for K-Pop
- 12:00-12:30 Taipei: a Music Island  
*In association with Taiwan Beats*
- 12:30-13:00 China's Pop Music Scene Unveiled

## ARTIST HUB

- 09:30-10:00 First-Timers Welcoming Breakfast
- 11:15-11:45 IAO: Artists Organize for a Better Future
- 12:00-12:45 Top 10 Tips for Artists to Market Your Live Shows

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## NETWORKING HUB

### SPEED MEETINGS

- 10:30-11:30 Meet the Lawyers  
*In association with IAEI*
- 12:00-13:00 Meet the Publishers  
*In association with ICMP*

### STREAMING SUMMIT

- 14:30-15:15 Beyond Smart Speakers: the Future of Voice Technology
- 15:15-16:15 Paid Subscribers War: the New Business Opportunities

### FILM/TV MUSIC

*In association with Variety*

- 14:30-15:15 Inside the Competitive Business of Music for Film/TV Trailers
- 15:15-15:45 Why is Bollywood Music India's Mainstream Pop?
- 15:45-16:30 Are There Too Many Musical TV Series in Development?
- 16:30-17:00 Variety's Music For Screens Q&A

### MIDEM LATIN AMERICAN FORUM

- 14:30-15:30 A Unified Latin Music Market to Foster the Internationalisation of Latin Music
- 15:30-16:00 A Talk with Jorge Mejia, Sony/ATV Music Publishing Latin America
- 16:00-17:00 Putting Brazil (Back) on the Global Music Map

- 14:00-14:45 Masterclass: Artist Speak to Artists
- 15:00-15:45 Workshop
- 16:00-17:00 Understanding A&R: from Being Spotted to Building a True Team Partnership

### STARTUP PROGRAMME

- 14:30-15:30 Investing in Music
- 15:30-16:30 Pitch Your Product to the Press
- 16:30-17:30 Innovation Trends

### STARTUP PROGRAMME

- 14:30-15:30 Open Innovation
- 15:30-16:30 Fundraising Coaching
- 16:30-17:30 Workshop

### SPEED MEETINGS COUNTRIES

- 14:00-15:00 Meet Asia
- 15:30-16:30 Meet Asia
- 17:00-18:00 Meet Switzerland

### MIDEM KEYNOTES 17:00-18:30



Mathew Daniel, VP International, Netease Cloud Music (China)

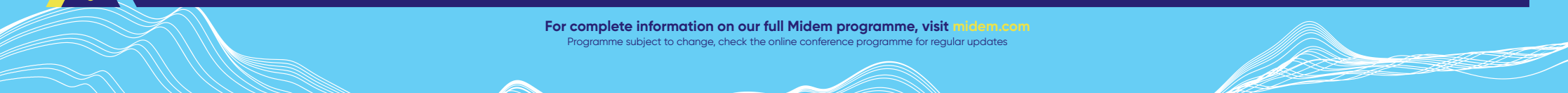


Troy Carter, CEO & Founder, Atom Factory (USA)



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# MIDEM 2019 WEDNESDAY 5 JUNE



## MAIN ROOM

### LEGAL SUMMIT

*In association with IAEI*

10:00-11:30 The Legal Update for Entertainment & Technology

11:30-12:00 Coffee Break

12:00-13:00 Masterclass: Fair Use & Copyright Exceptions

## CA\$H FACTORY

### 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

## WORLDWIDE VILLAGE

### SPOTLIGHT ON GERMANY

10:00-11:00 Exporting German Music

11:00-11:30 Q&A Session

11:30-12:30 Germany in a Global Music Marketplace

## ARTIST HUB

10:30-11:15 Workshop

11:30-12:15 Workshop

## NETWORKING HUB

### SPEED MEETINGS

10:30-11:30 Midemlab & Startup speedmeetings

12:00-13:00 Midemlab & Startup speedmeetings

## MUSIC LAB

### MIDEMLAB

*Presented by Deezer & Recochoku*

10:30-11:30 Midemlab Pitches: Music Creation & Education

11:30-12:30 Midemlab Pitches: Music Distribution & Discovery

### LEGAL SUMMIT

*In association with IAEI*

14:30-16:30 Main Seminar: Keeping it Honest: Transparency & Related Legal Issues in the Entertainment Industry

### SYNC

14:30-16:30 Global Sync & Brands Summit

*Presented by A&R Worldwide/MUSEXPO*

*(by invitation only)*

### MIDEM AFRICAN FORUM

14:30-15:30 A Roadmap to the African Music Markets

15:30-16:00 Behind Today's Nigerian Sound: a Talk with Maleek Berry

16:00-17:00 Redesigning the African Music Structures: Why the West is looking at Africa?

*In association with Spotlight Management & 4060 Music Group*

14:30-15:15 Masterclass: Artist Speak to Artists

15:30-16:30 DIY Artists: Opportunities & Challenges in the Digital Era

### SPEED MEETINGS

14:30-15:30 Meet the Managers

*In association with AMA*

16:00-17:00 Q&A Diversity & Inclusion in the Global Touring Marketplace

*In association with Pollstar*

### MIDEMLAB

*Presented by Deezer & Recochoku*

14:30-15:30 Midemlab Pitches: Marketing & Data/Analytics

15:30-16:30 Midemlab Pitches: Experiential Technologies

16:30-17:00 Midemlab Winners Announcement

## MIDEM KEYNOTES

17:00-19:00

*To be announced*



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# MIDEM 2019 THURSDAY 6 JUNE

## MAIN ROOM

### LIVE SUMMIT

*In association with Pollstar*

10:00-10:45 **The Impact of Brexit, Regulations & GeoPolitical Issues on the Global Touring Marketplace**

10:45-11:30 **How Global Brands Can Form Partnerships with International Tours & Live Events?**

11:30-12:00 **International Festivals: Presenting the Right Mix of Global, Local & Regional Talent**

12:30-13:00 **The Next Big Ideas of Live Entertainment**

### COPYRIGHT SUMMIT

14:30-15:15 **Data & Transparency: the Return of Global Music Databases**

15:15-16:00 **The Value Gap Debate: What's Next?**

16:00-16:45 **A World Tour of Copyright**

## CASH FACTORY

### MARKETING & PROMOTION DAY

10:00-11:00 **Why Having a Multi-Channel Marketing Strategy is Important?**

11:00-12:00 **Flexibility is Everything in the Modern Music Strategy Campaign**

12:00-12:30 **Midem Global Marketing Trends**

### MUSIC & ESPORTS

*In association with Esports BAR*

14:30-14:45 **Music & Esports: Introduction**

14:45-15:45 **Music & Esports: Gaining Momentum?**

15:45-16:45 **Case Study**

## WORLDWIDE VILLAGE

### MUSIC CITIES

*In association with Sound Diplomacy*

10:00-10:30 **Music Cities: Presentation**

10:30-11:30 **Music, Urban Affairs & the Sustainable Development Goals**

11:30-12:30 **Music Cities: When Music Drives Economic Development**

### GLOBAL INDIE VOICES

*In association with IMPALA, WIN, Merlin & IMPF*

14:30-15:15 **Indies' New Business Models**

15:15-15:45 **The Bourgeoing Music Scenes of Central & Eastern Europe**

15:45-16:15 **Building a New Business Model for Modern Music Companies: a Talk with Stephan Bourdoiseau**

16:15-16:45 **International Expansion for Small/young Publishers: Meeting Partners & Sub-publishers**

16:45-17:15 **Everything You Know is Wrong: How a New Generation of Rights Holders are Reimagining Themselves in the Digital Economy**

## ARTIST HUB

10:30-11:15 **Workshop**

11:15-12:00 **Workshop**

12:00-12:45 **Masterclass: Artist Speak to Artists**

14:30-15:30 **Artists: Learn How to Get Your Music Placed in TV, Movies & More**

15:30-16:30 **Midem Songwriting Camp: Top 10 Tracks Reveal**

16:30-17:15 **Workshop**

## NETWORKING HUB

### SPEED MEETINGS

10:30-11:30 **Midemlab & Startup speedmeetings**

12:00-13:00 **Midemlab & Startup speedmeetings**

### SPEED MEETINGS

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

*In association with AMA*

16:00-17:00 **Q&A Diversity & Inclusion in the Global Touring Marketplace**

*In association with Pollstar*

## PITCH CORNER

11:45-12:30 **Spotify Workshop for Independents**  
*In association with Spotify  
(by invitation only)*

## MIDEM KEYNOTES

17:00-19:00

*To be announced*

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# MIDEM 2019 FRIDAY 7 JUNE

## CA\$H FACTORY

### URBAN MUSIC FOCUS

*In association with A3C*

10:30-11:15 Chinese Hip-Hop Goes Mainstream

11:15-11:45 The Many Facets of Sean "Diddy" Combs' Business: a Talk with Dia Simms

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

10:30-11:00 How Carpenter Brut Made it in America

11:00-11:30 The Year K-pop Broke in the USA

11:30-12:15 Spain's New Music Scene

12:15-13:00 State of the Nordic Nation

## NETWORKING HUB

### SPEED MEETINGS

10:30-11:30 Meet the UK Labels

12:00-13:00 Meet the UK Publishers

### ELECTRONIC MUSIC FOCUS

14:30-17:00 Panels to be announced

### SPOTLIGHT ON THE UK

14:30-17:00 Panels to be announced

### SPEED MEETINGS

14:00-15:00 Meet the Music Supervisors



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