

TUESDAY 2 JUNE

Content Library

Discover exclusive content on key trends shaking the music business (white papers, articles, videos and more)

Artist Discovery

Get introduced to an exciting line-up of international emerging artists, through a complete gallery of 55+ artists' profiles.

Artist and Label Services Directory

Source marketing, sales, rights management, legal and distribution solutions thanks to this first-ever services directory

| 09.00 CEST

Keynotes

- Sync with Music Supervisors Lynn Fainchtein & Jesper Gadeberg
- Can Music Make you Sick? *in association with IAO*
- RDx & Data: Behind the Scenes of a Cross-industry Collaboration (*Global Indie Voices - in association with IMPALA, WIN, IMPF & Merlin*)

Behind the Beats

Enter the Creative Lab of Swede (808 Mafia)
Femi Kuti: a few words & notes from Lagos to Midem attendees

Exclusive Concerts

Charlotte Dos Santos, The Holy, Mpho Sebina, YellowStraps, Lydmor, Cuppy, Godblesscomputers, Eliza Legzdina, Tony Njoku

| 15.00-15.30 CEST

Official Speech: Franck Riester, French Minister of Culture

| 16.00-17.00 CEST

Midem Talent Exporter
presented by Amuse

WEDNESDAY 3 JUNE

| 09.00 CEST

Keynotes

- Artists & Label Services with Fred Davis (The Raine Group), Justin Kalifowitz (Downtown Music) & Kerry Trainor (SoundCloud)
- Music's Bedroom Producer Boom: Secrets To Quarantine Creativity - Splice x Jammcard x Oak Felder
- The New Normal with Willard Ahdriz (Kobalt)
- Data for Dollars - Bitfury Surround x Pex x Music Reports
- New Opportunities in Artist Monetization - LyricFind x Vydia x Songtradr
- Reinventing Monetisation Sources in East Africa
- Artists: A Guide to Promote yourself in the Main Music Markets (Germany, UK, USA)
- Contribution of Jean-Philippe Thiellay, President, Centre National de la Musique
- What's next in the Live Music Industry?
- Spotlight on India: The Crossover Success of Raja Kumari *in association with Women in Music*

Behind the Beats

Enter the Creative Lab of Ibeyi & Emicida
The Creation Of a Song by Candice Pillay

Exclusive Concerts

Jacob Dinesen, Isaac Delusion, Fokn Bois, Alyona Alyona, Haru Nemuri, Camilla Sparkss, Ditty, Ecko, Mark Wilkinson, Toya Delazy, Moonchild Sanelly

| 15.30-16.00 CEST No Lockdowns in Trigger Cities: Whilst the Music Industry is Slowed, the Marketplace Accelerated *by Chartmetric*

| 16.00-17.00 CEST

Midem Talent Exporter
presented by Amuse

| 16.00-17.30 CEST

Legal Summit - The IAEL Legal Update For Entertainment & Technology *in association with IAEL*

| 17.30-18.30 CEST

Legal Summit - The IAEL
Masterclass: Did You Steal My Song? An International Perspective *in association with IAEL*

THURSDAY 4 JUNE

| 09.00 CEST

Keynotes

- Music Business with Charlie Lexton, Marie Clausen & Michael Ugwu *in association with IMPALA, WIN, IMPF & Merlin*
- Music Business with Amber Grimes (Capitol/Universal) & Nicole Wyskoarko (Interscope/Universal)
- Business (Un)Usual with Michael Huppe and D-Nice
- The Next Frontier for Latin Music
- Reshaping the Live Music Experience
- MePlaylist: a Startup from Lagos to the World
- Artists Voices in Africa: Asalfo x Fally Ipupa x Youssou N'Dour
- Shaping the Future of Music Industry with Denis Ladegaillerie
- Monetization and Revenue Trends During and After Covid - CD Baby x DashGo x AdRev
- A Brave New World in association with the Music Publishers Association (UK)

Behind the Beats

Enter the Creative Lab of Arabian Prince
Enter the Creative Lab of Navy Kenzo & DSK on The Beat

Exclusive Concerts

Austin Lucas, La Chica, Amahla, quinzequinze, Willy Cardiac, Full Crate, Joseph El De La Urba, Finn Ronsdorf, Rouge, Silly Boy Blue, Rasha Nahas

| 14.00-15.00 CEST

Workshop Believe - Artists & Labels: How to Leverage your Music during Covid-19

| 15.00-15.30 CEST

Global Hip-Hop Icons T.I. (USA) & Nasty C (South Africa)

| 15.30-16.00 CEST

The World's Leading Artist Management Companies: 2020 *by ROSTR*

| 16.00-17.00 CEST

Midem Talent Exporter
presented by Amuse

| 16.00-17.30 CEST

Legal Summit - The IAEL
Main Seminar: Nationalism v Globalism *in association with IAEL*

| 17.30-18.30 CEST

Playback Session *Presented by A&R Worldwide/MUSEXPO*

FRIDAY 5 JUNE

| 09.00 CEST

Keynotes

- A conversation with Akon
- Youtube's Tuma Basa & Artist Manager Thabiso Khathi Talk About the African Music Globalisation
- Warner Music's Marco Alboni in conversation with Ghali
- Cannes & Atlanta: Creative Cities Building a Bridge for New Opportunities
- Lessons from Kenny Meiselas (Grubman Shire Meiselas & Sacks, P.C.)
- Covid19 & Digital Music Consumption in Africa: Challenges, Opportunities & Future Projects
- Breaking in the USA: Behind the Scenes with K-Pop Superstar Ailee
- Film/TV Music with Pinar Toprak & Benjamin Wallfisch *in association with Variety*
- Marketing Yourself in the Time of COVID Best Practices for Getting Hired *in association with Women in Music*
- ICMP: 30 Years of Music Publishing, What Now?

Behind the Beats

Enter the Creative Lab of Wyclef Jean

Exclusive Concerts

Fehdah, Santa Fe Klan, Caveboy, Manu Manzo, Tolani, Bez, Mo Laudi

| 14.00-14.30 CEST

The Impact of Covid19 on Music: a Search for the New by Nielsen Music/MRC Data

| 15.30-16.00 CEST

Recovery Economics *by MIDiA Research*

| 16.00-17.00 CEST

Midem Talent Exporter
presented by Amuse

| 16.00-18.00 CEST

Midemlab

| 18.00-18.30 CEST

Midemlab Winners Announcement