



FAQ MIDEM DIGITAL EDITION

Access to Midem Digital

How can I access the Midem Digital Edition if I had registered for Midem 2020 in Cannes or if I am a confirmed speaker of Midem Digital Edition?

As you had already registered for Midem 2020 in Cannes or if you are a confirmed speaker of Midem Digital Edition, we are very pleased to welcome you to Midem Digital!

Check your email box, to **retrieve “Your personal Midem Digital access” email**, as it provides the registration details that will allow you to log in and enjoy the full Midem Digital experience:

- Enter your badge ID, as indicated in the above-mentioned email
- Claim your account
- Create your password
- Complete your profile

And start enjoying Midem Digital!

If you can't retrieve this email, no worries! Just **follow the easy steps below**:

- Visit [midem.com](https://www.midem.com).
- Connect to the Midem Digital platform and complete the registration form.
- You receive a new Badge ID to claim your account, create password and complete your profile
- If the system indicates “Badge/registration ID not recognized”, request a reminder to receive your log in credentials again by email

How can I access the Midem Digital Edition if I had not yet registered for Midem 2020 in Cannes?

If you had not yet registered for Midem 2020 in Cannes, we are also very pleased to welcome you to Midem Digital, as for the first time, Midem Digital is **accessible for free** to all music professionals and artists around the world.

To connect, follow the easy steps below:

- Visit midem.com.
- Connect to the Midem Digital platform and complete the registration form.
- You will receive a Badge ID, allowing you to claim your account
- Create your password
- Complete your profile

And start enjoying Midem Digital!

If you have trouble logging in, please request a reminder to receive your log in credentials again by email or contact Midem [CustomerHelpDesk](#), using the line “Trouble to log-in for Midem Digital Edition”.

Will I need to sign up or register in advance to join a session?

You will need to be log in Midem Digital platform to enjoy the sessions. Most of the sessions will be available to all, so you do not need to register for these individual sessions.

However, some specific sessions may have a limited capacity and require pre-registration, or be “by invitation” only. The session’s description will indicate how to proceed for such sessions and when a session is “by invitation” only.

How to reset my password?

The first time you login, you have to set a password. The password you have created on your first login applies to all past and future connections.

If you have forgotten your password, you can click on the link “Reset password” on the login page > Enter your email address that you have previously logged in with > click “Email me a password reset link” and go to your email inbox.

Once you have opened the email titled “Reset your Midem Digital password”, click on the reset password button. It will open a new page where you can enter your new password twice and press the “Reset password” button.

How do I remove my details from Midem Digital platform?

Removing your details will mean that you are unable to log in or arrange networking opportunities through the platform. However, if you would like to be removed, please send your details to our [Customer helpdesk](#) using the subject line “Remove from matchmaking” and we will be happy to remove your details.

My profile on the Midem Digital platform

How do I set up or update my profile on Midem Digital platform?

Log into Midem Digital platform using your email and password > Click on your profile icon > Fill-out the different criteria by simply clicking on the field > Enter your answer and click on "add" and then click on update preferences.

We encourage you to **set-up your profile very completely** as it will allow you to receive more relevant recommendations of people and sessions.

It will also allow other attendees to notice you better and **show an interest in you** (which is the prerequisite to connect with them).

How to connect with other participants on the Midem Digital platform

How to connect and chat with another attendee, a speaker or an artist present on the Midem Digital platform?

To connect with another attendee, a speaker or an artist present on the Midem Digital platform and enable the chat option, **you will need to have mutual interest in each other**, using the "interest" tool (ie. the "interested" button present on every individual profile).

Having a mutual interest using the "interest tool" will allow you to chat together.

Concretely, show interest in someone, then wait for him or her to show interest in return. Once they do, you will receive a notification and the option to chat with them will be available to you. Then, click on the chat icon to open a chat window.

Everything you always wanted to know about the Midem Digital Edition's programme

What are the main features of the Midem Digital Edition Edition?

The Midem Digital Edition **fully reflects the DNA of Midem in Cannes**: diversity of topics, gender and geographies; conversations at the highest level possible with almost all speakers being C-level; and **participants able to connect with each other** by expressing mutual interest in each other.

The Midem Digital Edition **exclusive conference and concert programme** will welcome Keynotes, panel discussions, never-seen-before artists' concerts. It will also propose our unique formats like Midemlab, Midem Talent Exporter, 'Global Indie Voices' in association with IMPALA, WIN, IMPF and Merlin, the 'Legal Summit' in association with IAEL, the 'Meet the Speakers' sessions, the 'Playback session' in association with A&R Worldwide/Musexpo and many more...

Also, just as Midem's physical gatherings do, Midem Digital Edition will be **the place to discover the freshest global emerging talent** and enable the next generation of artists and executives to learn from those they meet in virtual speed meetings and pitch sessions.

Midem Digital Edition Edition will be **the occasion to retrieve market intelligence through a series of exclusive Midem content**: whitepapers, blog posts & videos.

Last but not least, Midem Digital Edition will **unveil the very first Artist and Label Services Directory**, for all artists, managers, labels, publishers, distributi

From 2 June, 2020, you can access all features of Midem Digital Edition's programme:

- the **'Event Agenda'** section, to access conferences and concerts and save them in your schedule
- the **'Artist Discovery'** section, to discover the emerging artists from around the global
- the **'Content Library'** section, to access market intelligence and exclusive Midem whitepapers, articles...
- the **'Artist and Label Services Directory'** section, to discover your future business partners

The programme is updated every day until 5 June, 2020, so stay tuned for more details!

I was very excited for all of the keynote sessions that have been announced so far. Will Midem Digital Edition still feature the same keynote sessions and speakers?

Midem Digital Edition will feature a mix of keynote and speakers originally confirmed for Cannes together with exciting new additions to the programme. You can find Midem Digital Edition's highlights and 'at-a-glance' programme [there](#) and the complete programme by connecting on Midem Digital platform ('Event Agenda' section).

The programme is updated every day until 5 June, 2020, so stay tuned for more details!

Will there be a way to connect with speakers following their sessions?

As it is a very popular format of Midem in Cannes, we are planning interactive sessions reuniting speakers of the day at once, called the **"Meet the Speakers"**.

They will take place every day from 2 to 5 June, 2020 at 5pm CET.

On 5 June, 2020 at 3pm CET, you will also be able to interact with entertainment lawyers during the **"Meet the lawyers"** session.

Will Midemlab still take place during the Midem Digital Edition?

Nothing has changed regarding the selection process for Midemlab. Our 3 selecting partners have reviewed all of the applications we received and the official announcement of the 20 Midemlab finalists was made early May.

Midemlab will indeed be an important feature of the Midem Digital Edition and **the competition will take place digitally**: each Midemlab category's session will last 30 minutes, with selected startups delivering a 2-minute pitch to the jury members, followed by a 3-minute Q&A. The Midemlab pitches will be available to everyone during Midem Digital Edition, starting 5 June, 2020. This content will be available on-demand in the following weeks.

Will the Midem Talent Exporter initiative still take place still take place during the Midem Digital Edition?

Yes, the Midem Talent Exporter is still going ahead and even expanding online.

Today more than ever before, highlighting musical creation, giving voice to the artists as well as forging business connections, are key. We are therefore committed to pursuing our support to the emerging musical scene by rebooting our Midem Talent Exporter initiative into a digital format. The official announcement of all artists part of the Midem Talent Exporter has been unveiled early May.

During the Midem Digital Edition, participants will have access to an exciting line-up of international emerging artists, through **a complete gallery of artists' profiles, to be found in the "Artist Discovery" section.**

Participants will also be able to discover the artists in their own words as well as better understand their projects and their objectives in the coming months through the "Midem Talent Exporter Pitching Sessions" that will take place each afternoon at 4pm CET, from 2 to 4 June, 2020. This content will be available on-demand in the following weeks.

I love discovering new artists at Midem. Will there still be showcases/live sets from emerging talent during Midem Digital Edition?

Midem is committed to highlighting artist and creation. Through Midem Digital platform, you will be able to discover the freshest talents from all around the world. Showcases and virtual live sets will happen every day during the Midem Digital Edition and you can access the complete programme by connecting on Midem Digital platform ('Event Agenda' section).

The programme is updated every day until 5 June, 2020, so stay tuned for more details!

How long will the content remain accessible?

The content will remain available on demand on the Midem digital platform until end of August at least as a start.

Press access and inquiries

How can I access the Midem Digital Edition as a journalist?

If you are a journalist, we are very pleased to welcome you to Midem Digital.

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Will there be a dedicated Press area for media to access press materials, like press releases, official photos, submit interview requests, etc?

Yes, there will be a virtual press hub. The Midem press room will stay active and regularly updated on [Midem Press Room](#).

Will journalists be able to access keynote speakers, panelists and artists for interviews?

Yes. All interview requests should be submitted to to Midem Press Manager [Philippe Legall](#) and Midem Press Officer [Edith Yahiaoui](#) via email.

I'm a journalist and have specific questions about Midem's decision to go Digital. Where should I send these?

Questions related to Reed Midem's decision to go digital should be addressed to Midem Communication Director [Mike Williams](#).