

## TUESDAY 2 JUNE

### MORNING RELEASES

#### | 09.00 CEST

##### Keynotes Release:

- 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 Release:

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

##### Exclusive Concerts Release

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

##### Content Library Release

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

### LIVE AFTERNOON SESSIONS

#### | 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

### MORNING RELEASES

#### | 09.00 CEST

##### Keynotes Release:

- Artists & Label Services with Fred Davis (The Raine Group), Justin Kalifowitz (Downtown Music) & Kerry Trainor (SoundCloud)
- Postponed - Pepsi's Ellen Healy Exclusive Talk on the Brand's History & Legacy in Music
- 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 Release

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

##### Exclusive Concerts Release

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

### LIVE AFTERNOON SESSIONS

#### | 14.00-15.00 CEST

Workshop Spotify *(by invitation only)*  
*Global Indie Voices programme*

| 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*

#### | 17.00-17.30 CEST

Meet the Speakers

#### | 17.30-18.00 CEST

Meet the Keynotes

#### | 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

### MORNING RELEASES

#### | 09.00 CEST

##### Keynotes Release:

- 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: Asolfo 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 Release

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

##### Exclusive Concerts Release

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

### LIVE AFTERNOON SESSIONS

#### | 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*

#### | 17.00-18.00 CEST

Meet the Speakers

#### | 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

### MORNING RELEASES

#### | 09.00 CEST

##### Keynotes Release:

- 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 Release

Enter the Creative Lab of Wyclef Jean

##### Exclusive Concerts Release

Fehdah, Santa Fe Klan, Caveboy, Manu Manzo, Tolani, Agar Agar

### LIVE AFTERNOON SESSIONS

#### | 14.00-14.30 CEST

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

#### | 15.00-16.00 CEST

Meet the Lawyers

#### | 15.30-16.00 CEST

Recovery Economics *by MIDiA Research*

#### | 16.00-17.00 CEST

Midem Talent Exporter  
*presented by Amuse*

#### | 17.00-17.30 CEST

Meet the Keynotes

#### | 16.00-18.00 CEST

Midemlab

#### | 18.30-18.45 CEST

Midemlab Winners  
Announcement