

Midem Africa Programme



MONDAY 28 JUNE

TUESDAY 29 JUNE

WEDNESDAY 30 JUNE

THURSDAY 1 JULY

ON DEMAND - AVAILABLE ALL WEEK

10:00 **Welcome to Midem Africa:** speech by Alexandre Deniot, Midem CEO
Kenyan representative, Kenya Country of Honor, Midem Africa 2021

10:30

- **Africa's Role in a Global Music Marketplace**
- **What's Hot in African Music Right Now!** *(in association with MTV-Viacom)*
- **Fostering a Pan-African Music Industry**
- **The Power of Digital: How Social Media & Streaming Put African Music on the Map** *(in association 6060 Music Group & Spotlight Management)*
- **How a New Generation is Putting Francophone Africa Back in the Map** *(in association with Dakar Music Expo)*
- **Globalisation of Local Genres: The Jerusalema Story** *(presented by Telma)*

- **The Kenyan Music Industry** *(presented by Magical Kenya)*
- **In discussion with amapiano superstar, Focalistic** *(presented by Africori)*
- **Behind the Scenes: East African Underground** *(presented by SoundCloud)*
- **Why is Africa a Good Market to Enter for Music Tech Startups?**
- **Overview of the Music Tech Ecosystem in Africa**
- **Music Meets Technology - Hitlab the «Democracy» of Music** *(presented by Hitlab)*

- **Artists Voices in Francophone Africa: A'salfo x Fally Ipupa x Youssou N'Dour** *(in association with WAN)*
- **Youtube's Tuma Basa & Artist Manager Thabiso Khati Talk About the African Music Globalisation**
- **Digital Music Consumption in Africa: Challenges, Opportunities & Future Projects**
- **Reinventing Monetisation Sources in East Africa**
- **Getting into East Africa** *(in association with Nyege Nyege)*

11:15 LIVE

11:00-11:30 **Nigeria, a Growing Market not to be Missed**
Presented by Horus Music

11:30-12:00 **The Music Industry in Africa Today & Tomorrow: a Perspective From Warner Music**

14:00-15:30 **Business Accelerator - How to Monetise Your Music?** *In association with SmartistU*

15:30-16:15 **Music Distribution in a Global Marketplace** *Presented by The Orchard*

16:15-17:00 **Collective Management, the Relevant Solution to Handle Digital Rights**
Presented by Sacem

17:00-18:00 **Distribution & Publishing 'When Worlds Collide'** *Presented by Songtrust & FUGA*

18:00-19:30 **Make the Most out of Your Catalogue**
One-to-many networking session

11:30-12:00 **The Afro Arab Sound, Supporting Creators & Making an Impact: a talk with Suhel Nafar**

14:00-15:30 **Business Accelerator - Why Entourage is Key to Your Success?** *In association with Women in Music*

15:45-16:30 **IDOL presents ART by Serge Ibaka**
Presented by IDOL

17:15-18:00 **EMPIRE presents: Artist Managers, the Key to Your Success?** *Presented by EMPIRE*

18:00-19:30 **Touring in Africa**
One-to-many networking session

11:30-12:00 **Globalising Afrobeats & Empowering the Next Generation: a Talk with Mr Eazi**

14:00-15:30 **Business Accelerator - How to Promote Your Music?** *In association with Fanbase Academy*

15:45-16:30 **Spotify Masterclass**
Presented by Spotify

16:30-17:15 **How to Promote Efficiently Your Project with Innovative Digital Solutions**
Presented by KLOX

18:00-19:30 **Market Your Music**
One-to-many networking session

11:30-12:00 **Rising Stars of Nigeria: a talk with Joeboy**

14:00-15:30 **Business Accelerator - How to Leverage Business Opportunities?**
In association with Bridges for Music

17:15-18:00 **How Do You Get Your Music Used in Television, Film & Advertising?** *Presented Sheer Publishing & CD Baby& FUGA*

18:00-19:30 **Meet Artist & Label Services**
One-to-many networking session

20:00 **OPENING PARTY: EXCLUSIVE SHOWCASES**

20:00 **CONCERT EXCLUSIF - LES RÉVÉLATIONS DES JEUX DE LA FRANCOPHONIE** *Presented by OIF*

20:00 **DIGITAL EMERGING ARTISTS SHOWCASES**
Presented by Hitlab

20:00 **CLOSING PARTY: EXCLUSIVE SHOWCASES & DJ SETS** *Presented by La Sunday Abidjan*

* PROGRAMME SUBJECT TO CHANGE, PLEASE REFER TO MIDEM.COM FOR REGULAR UPDATES