



midem
connected by music

EVENTS SCHEDULE AT A GLANCE

26-29 January 2013
Palais des Festivals
Cannes, France

As of 18 January 2013 – Subject to change

SATURDAY 26 JANUARY

10.30-10.40	Direct2Fan Camp Riviera Hall	Your guide to the day Get an overview of the daily schedule of events
10.30-11.10	Brand Central Riviera Hall	Parallel lines between art & advertising: Using music to convey a message
10.30-11.30	Innovation Factory Lérins Hall	Your start-up & the press: Pitching to the media Learn how to best work with and utilise the media industry
10.30-11.30	Midem Academy Hall 01	Music Industry 101 What is the new record business? <i>In association with IMPALA/WIN</i>
10.40-11.10	Direct2Fan Camp Riviera Hall	D2F from A to Z – Recording and funding Discover with Kevin Wortis (Amanda Palmer's manager) how to enhance your recording and funding process using a successful direct-to-fan strategy
11.00-12.00	Classical Lounge Riviera Hall	New initiatives for live music in 2013
11.10-11.30	Brand Central Riviera Hall	Music as currency in a branded world
11.30-12.30	Direct2Fan Camp Riviera Hall	 Artists speak to artists Meet with Julia Nunes Singer & Songwriter (USA)
11.30-12.30	Brand Central Riviera Hall	Music & Brands case study Moxie France, Brisa Roché & Swarovski: 'Kingdom of Jewels' Learn about 'Kingdom of Jewels', an innovative digital campaign for the launch of the new Swarovski collection
11.30-12.30	Midem Academy Hall 01	Marketing International distribution with online marketing tools
11.30-12.30	Networking Village Hall 01	Meet the managers <i>In association with International Music Manager's Forum (IMMF)</i>
12.00-13.00	Innovation Factory Lérins Hall	Midem Hack Day – 3rd edition
14.00-15.00	Networking Village Hall 01	Meet the countries: Brazil <i>In association with BM&A)</i>



SATURDAY 26 JANUARY

14.30-15.30	Brand Central Riviera Hall	Music & brands case study Universal Music & Paco Rabanne Black XS
14.30-15.30	Midem Academy Hall 01	Music Industry 101 International publishing for non-publishers
14.30-15.30	Conference Room Hall 01	Conference The New Music Seminar presents: "Building the 100 billion dollars music business"
14.30-15.45	Direct2Fan Camp Riviera Hall	Crowdfunding success workshop
14.30-16.30	Innovation Factory Lérins Hall	Midemlab – The hottest start-ups in music discovery, recommendation & creation Finalists hit the stage to pitch their business models to jury members. The winner will be revealed at Visionary Monday
15.00-16.00	Classical Lounge Riviera Hall	Artists & repertoire: Creating a coherent & characterful roster
15.30-16.30	Midem Academy Hall 01	Entrepreneurship The anti-360 deal: Viable business alternatives for musicians
15.30-16.30	Networking Village Hall 01	Meet the publishers <i>In association with ICMP, The Global Voice of Music Publishing</i>
15.30-16.30	Blue Lounge Hall 01	Press Conference Yala Music How to tap into emerging markets by Yala Music, the leading music service in the Middle East and North Africa (MENA)
15.30-18.00	Auditorium A Level 3	Screening IMZ avant premiere screening
15.45-17.45	Brand Central Riviera Hall	Midem Marketing Competition Showcasing the best music marketing campaigns The 1 st category of this competition rewards the most creative and innovative use of music or partnership with artists in a marketing campaign
15.50-16.10	Direct2Fan Camp Riviera Hall	How to use Moozar <i>Sponsored session</i>
16.10-17.00	Direct2Fan Camp Riviera Hall	Next gen managers: Multi-tasking, social media and sourcing new revenue streams <i>In association with International Music Manager's Forum (IMMF)</i>
16.00-17.00	Japan stand R 04.19	Partner's Conference General overview: 10 things you don't know about the Japanese market
16.15-17.15	Classical Lounge Riviera Hall	When traditional retailing still works!
16.30	Fnac Café 83 rue d'Antibes	Screenings Midem Classical Embassy Opera concerts and documentary screenings
16.30-17.30	Midem Academy Hall 01	Marketing Fan-to-fan marketing for artists and brands
16.30-18.00	Stand R05.02	Cocktail "Sounds Australia"



SATURDAY 26 JANUARY

17.00-18.00	Direct2Fan Camp Riviera Hall	 Artists speak to artists Meet with Schiller Christopher von Deylen, aka Schiller, Composer & Producer (Germany) <i>In association with GEMA and CISAC</i>
17.00-18.30	Conference Room Hall 01	Partner's Conference Tune in to YouTube
17.00-18.00	Networking Village Hall 01	Meet the countries: Korea <i>In association with KOCCA</i>
18.30-20.00	Magic Mirrors Palais des festivals esplanade	Happy hour networking event With DJ sets
19.00-00.00	Midem off . Morrison Irish pub . Ma Nolan's . B.Pub . The Establishent	Parties & showcases The best bars around the town will showcase a wide range of new talent that will complete the programme of Midem festival live performance
19.30-00.00	3.14 Hotel 5 rue François Einesy	Concert Midem Classical Embassy , dedicated to vocal <i>In partnership with Salzburg Festival through their 'Young Singers Project'</i>
20.00	NRJ Music Awards Grand Auditorium NRJ invitation only	14th NRJ Music Awards Broadcast live on TF1 and NRJ – Hosted by Nikos Aliagas
20.30	Midem Festival Magic Mirrors Palais des festivals esplanade	. Yes Sir Boss (Indaba winner) . Asaf Avidan . Madness

SUNDAY 27 JANUARY

9.00-10.00	Hôtel Carlton Terrasse la Côte <i>By invitation only</i>	Breakfast Billboard breakfast
9.30-11.00	Blue Lounge Hall 01	Breakfast & Press conference UPFI
9.30-12.30	Auditorium A Level 3	Screening IMZ avant premiere screening
10.00-11.00	Networking Village Hall 01	Meet the classical music players
10.00-12.00	Conference Room Hall 01	What you need to know in 2013 The legal update for entertainment and technology <i>In association with the International Association of Entertainment Lawyers (IAEL)</i>
10.30-10.40	Direct2Fan Camp Riviera Hall	Your guide to the day Get an overview of the daily schedule of events



SUNDAY 27 JANUARY

10.30-11.10	Brand Central Riviera Hall	The business of audio branding <i>In association with Berlin School of Creative Leadership</i>
10.30-11.30	Midem Academy Hall 01	Music Industry 101 What the digital music market needs from you
10.30-12.30	Innovation Factory Lérins Hall	Midemlab – The hottest start-ups in marketing & social engagement Finalists hit the stage to pitch their business models to jury members. The winner will be revealed at Visionary Monday
10.40-11.10	Direct2Fan Camp Riviera Hall	D2F from A to Z - Distribution Discover how to enhance your distribution process using a successful direct-to-fan strategy
11.00-12.00	Classical Lounge Riviera Hall	The image makers & creating a high-impact campaign
11.00-12.30	Auditorium K Level 4	Partner's Conference Music for everyone Introduction by Michel Barnier , European Commissioner for Internal Market & Services, European Commission
11.10-11.30	Direct2Fan Camp Riviera Hall	How to ping your music into the Japanese market <i>Sponsored session</i>
11.30-12.30	Direct2Fan Camp Riviera Hall	 Artists speak to artists Meet with Paul D. Miller aka DJ Spooky Composer, Multimedia Artist & Writer (USA)
11.30-12.30	Brand Central Riviera Hall	Music festival “MINI UNITED”: When music and an iconic brand meet to deliver an outstanding customer experience With Jules de Martino and Katie White (The Ting Tings)
11.30-12.30	Midem Academy Hall 01	Marketing Pinterest, Instagram, Tumblr... The rise of visual commerce
11.30-12.30	Networking Village Hall 01	Meet the countries: Malaysia
12.00-13.00	Conference Room Hall 01	Masterclass - Negotiating a branding deal <i>In association with the International Association of Entertainment Lawyer (IAEL)</i>
12.00-13.00	Auditorium I Level 4	Partner's conference Co-write & song pitching in Japan
12.30-13.10	Brand Central Riviera Hall	Legendary music collaborations
12.30-13.30	Blue Lounge Hall 01	Press conference A2IM U.S. Department of Commerce Export Project with A2IM
13.00-14.00	Auditorium I Level 4	Partner's Conference Synchronisation & licensing in Japan
14.00-15.00	Networking Village Hall 01	Meet the independents <i>In association with IMPALA/WIN</i>
14.00-16.00	Auditorium A Level 3	Screening IMZ avant premiere screening



SUNDAY 27 JANUARY

14.30-15.30	Brand Central Riviera Hall	Ogilvy music pitch session <i>Ogilvy</i>
14.30-15.30	Midem Academy Hall 01	Entrepreneurship Building artists careers in today's music business
14.30-15.45	Direct2Fan Camp Riviera Hall	Digital deconstruction workshop
14.30-16.30	Innovation Factory Lérins Hall	Midemlab – The hottest start-ups in direct-to-consumer sales & content monetisation Finalists hit the stage to pitch their business models to jury members.
14.30-17.30	Conference Room Hall 01	I love my lawyer! How creative counsel support growth & innovation in the entertainment industry <i>In association with the International Association of Entertainment Lawyer</i>
15.00-16.00	Classical Lounge Riviera Hall	The 3rd dimension: Looking at music
15.00-16.00	Auditorium I Level 4	Press conference ADAMI Performers remuneration : Figures
15.30-16.30	Networking Village Hall 01	Meet the license providers <i>In association with the International Confederation of Societies of Authors and Composers (CISAC)</i>
15.30-16.30	Midem Academy Hall 01	Entrepreneurship Funding for artists and businesses
15.45-17.45	Brand Central Riviera Hall	Midem Marketing Competition Showcasing the best music in commercials The 2 nd category of this international competition rewards the best music placement in an ad/commercial
15.50-16.10	Direct2Fan Camp Riviera Hall	Using mobile apps in successful direct-to-fan campaigns
16.00-19.00	Stand R07.20	Cocktail GEMA
16.10-17.00	Direct2Fan Camp Riviera Hall	Next gen retailers: the real world strikes back! <i>In association with IMPALA/WIN</i>
16.15-17.15	Classical Lounge Riviera Hall	Does sound quality matter in the age of the MP3?
16.30	Fnac Café 83 rue d'Antibes	Screenings Midem Classical Embassy Opera concerts and documentary screenings
16.30-17.30	Innovation Factory Lérins Hall	API's, SDK's & NDA's: How to play effectively in a very competitive sandbox
16.30-17.30	Midem Academy Hall 01	Marketing Driving the uptake of technology & brands in emerging markets
17.00-18.00	Direct2Fan Camp Riviera Hall	Meet the countries: UK meet France <i>In association with AIM & French Bureau Export</i>



SUNDAY 27 JANUARY

17.00-18.00	Direct2Fan Camp Riviera Hall	Artists speak to artists Meet with Kellee Maize and Drunken Tiger & T    Kellee Maize , Rapper & Songwriter, Founder, CEO & Creative Director, Natürnal (USA) Drunken Tiger Hip Hop Artist / Rapper (South Korea) T'Yoon Mirae Hip Hop / R&B Artist (South Korea)
17.30-17.50	Innovation Factory Lérins Hall	How to Zazoo IT <i>Sponsored session</i>
17.30-18.30	Conference Room Hall 01	Cocktail IAEL (International Association of Entertainment Lawyers)
17.45-19.15	Midem Academy Hall 01	Press conference SACEM Estimate of collection results for 2012
17.50-18.30	Innovation Factory Lérins Hall	Conference, DJ Show & Cocktail French & Taiwan superstars are paving the way to Asia's largest music market The conference will feature industry experts and major artists Jean Michel Jarre (France) and Jolin Tsai (Taiwan) <i>Sponsored session</i>
18.30-20.00	Magic Mirrors Palais des festivals esplanade	Happy hour networking event With DJ sets
19.00	Salon Ambassadeurs Level 4	Concert Malaysian Supernova Evening
19.00-00.00	Midem off . Morrison Irish pub . Ma Nolan's . B.Pub . The Establishlent	Parties & showcases The best bars around the town will showcase a wide range of new talent that will complete the programme of Midem festival live performance
19.30-00.00	3.14 Hotel 5 rue François Einesy	Concert Midem Classical Embassy , dedicated to string instruments <i>In partnership with YCAT</i>
20.00-23.00	Carlton Hotel Grand Salon	Midem dinner <i>By invitation only</i>
20.30	Midem Festival Magic Mirrors Palais des festivals esplanade	. Birdy Hunt . Drunken Tiger & T . C2C
20.30	Espace Miramar Rue Pasteur/Bd de la Croisette	Concert Sacem Jazz Night : Dominique Fillon quartet ; Giovanni Mirabassi trio



MONDAY 28 JANUARY

9.00-11.00	Hôtel Gray d'Albion 4 Saisons <i>By invitation only</i>	Breakfast Music Finland breakfast
9.30-11.00	Press Club & Blue Lounge - Hall 01	Breakfast & Press conference CNV & Bureau Export French music industry – Exports results & analysis
9.30-13.30	Auditorium A Level 3	Screening IMZ avant premiere screening
10.00-11.00	Networking Village Hall 01	Meet the lawyers <i>In association with the International Association of Entertainment Lawyers (IAEL)</i>
10.00-11.00	Auditorium D Level 3	Press Conference Record Store Day / Disquaire Day 2013
10.00-11.30	Auditorium I Level 4	Partner's conference The future of collective rights management: How to ensure fair competition to the benefits of European authors?







MONDAY 28 JANUARY

10.20-11.00	Innovation Factory Lérins Hall	How to get a VC excited about partnering with you
10.30-10.40	Direct2Fan Camp Riviera Hall	Your guide to the day Get an overview of the daily schedule of events
10.30-11.00	Visionary Monday Foyer Auditorium Debussy- Level 1	Breakfast <i>Sponsored by</i> 
10.30-11.10	Brand Central Riviera Hall	Brands, bands & content: How access became the new king
10.40-11.10	Direct2Fan Camp Riviera Hall	D2F from A to Z - Publishing Discover how publishers are incorporating direct-to-fan in their strategy
11.00-11.05	Visionary Monday Auditorium Debussy Level 1	Visionary Monday opening remarks Presenter: Ian C. Rogers , CEO, Topspin (USA) “Disruptive Creativity: Illuminate your business in a competitive marketplace”
11.00-12.00	Classical Lounge Riviera Hall	Revitalising the back-catalogue in the digital age
11.00-12.30	Midem Academy Hall 01	Press conference SNEP
11.05-11.45	Visionary Monday Auditorium Debussy Level 1	Artists leveraging tech & brands
11.30-12.30	Innovation Factory Lérins Hall	Midem Hack Day – All the apps unveiled! After 48 hours of hacking, Midem Hack Day’s 30 hackers will present live demos of the apps they have built.
11.30-12.30	Direct2Fan Camp Riviera Hall	 Artists speak to artists Meet with Mark Hoppus Mark Hoppus, Musician & Record Producer, Blink-182 Composer, Multimedia Artist & Writer (USA)
11.30-12.30	Brand Central Riviera Hall	Winning strategies to approach brands and agencies
11.30-12.30	Networking Village Hall 01	Meet the license providers <i>In association with the International Confederation of Societies of Authors and Composers (CISAC)</i>
11.35-11.55	Visionary Monday Auditorium Debussy Level 1	Vision from tech Respected thought leaders from the music ecosystem will share their vision on how disruptive creativity is helping companies and artists cut through the noise
11.45-11.55	Visionary Monday Auditorium Debussy Level 1	Insight - Music in the age of context
11.55-12.20	Visionary Monday Auditorium Debussy Level 1	Highlight – Discover the winners of Midemlab 2013! Find out which winners the jury members chose after the pitch sessions for the following categories: Music discovery, recommendation and creation; Marketing and social engagement; Direct-to-consumer sales and content monetisation



MONDAY 28 JANUARY

12.20-12.30	Visionary Monday Auditorium Debussy Level 1	Insight – A roadmap to navigate music marketing
12.30-13.00	Innovation Factory Lérins Hall	How to keep Finland in sync with the times <i>Sponsored session</i>
13.00-15.00	Conference Room Hall 01	Partner's conference EDM (Electronic Dance Music) Day
14.00-15.00	Networking Village Hall 01	Meet the countries: Canada <i>In association with CIMA</i>
14.30-15.00	Visionary Monday Auditorium Debussy Level 1	 <p>Vision Lang Lang Classical Pianist, China</p> <p>Lang Lang takes to the stage to explain how talent, technology and brand partnerships exposed his music to a broader audience</p>
14.30-15.30	Innovation Factory Lérins Hall	Music as data-informed business
14.30-15.30	Brand Central Riviera Hall	Activision music pitch session 
14.30-15.45	Direct2Fan Camp Riviera Hall	Licensing 101 for artists & labels going direct-to-fan <i>In association with the International Association of Entertainment Lawyers</i>
15.00-15.10	Visionary Monday Auditorium Debussy Level 1	Insight – Creativity means business
15.00-16.00	Classical Lounge Riviera Hall	How to make digital work for classical music
15.00-16.00	Blue Lounge Hall 01	Press conference SPEDIDAM Mission Lescure: The proposals of SPEDIDAM
15.10-15.30	Visionary Monday Auditorium Debussy Level 1	Highlight – Discover the winners of Midem Marketing Competition 2013 Discover the winners of the Midem Marketing Competition, a contest rewarding the most creative and innovative use of music or partnership with artists in a marketing campaign and the best music placement in an ad/commercial.
15.15-16.15	Networking Village Hall 01	Meet the branding, advertising & sync experts
15.30-15.50	Innovation Factory Lérins Hall	How to communicate efficiently along the digital supply chain <i>Sponsored session</i>
15.30-16.00	Visionary Monday Auditorium Debussy Level 1	<p>Vision – Towards a connected life</p> <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  <p>TJ Kang SVP Service Planning, Samsung Electronics (USA/South Korea)</p> </div> <div style="text-align: center;">  <p>Paul Mascarenas CTO Ford (USA)</p> </div> </div> <p>Discover how the connectedness is reshaping the way we live, commute and communicate, and how it impacts the music business.</p>



MONDAY 28 JANUARY

15.30-16.30	Brand Central Riviera Hall	Music & brands case study Reebok 'I am Classic' In presence of Orelsan , Artist & French Ambassador Reebok Classic (France)
15.50-16.10	Innovation Factory Lérins Hall	How to build greater automation on DDEX Foundations <i>Sponsored session</i>
15.50-16.10	Direct2Fan Camp Riviera Hall	How to work with MyCEB international events unit <i>Sponsored session</i>
16.00-16.30	Visionary Monday Auditorium Debussy Level 1	Networking break <i>Sponsored by</i>  <small>High performance. Delivered.</small>
16.00-17.00	Midem Academy Hall 01	Partner's Conference K-Pop goes global, so get involved! <i>In association with Music Matters</i>
16.10-17.10	Innovation Factory Lérins Hall	Tips for entrepreneurs from the best of BizSpark start-ups
16.10-17.10	Direct2Fan Camp Riviera Hall	Next gen labels: Beyond the hype factor
16.15-17.15	Classical Lounge Riviera Hall	Targeted PR: Hitting the Bull's eye
16.30	Fnac Café 83 rue d'Antibes	Screenings Midem Classical Embassy Opera concerts and documentary screenings
16.30-17.00	Visionary Monday Auditorium Debussy Level 1	 Vision John Hayes , EVP & CMO, American Express , USA Hear from John Hayes on how to build a true brand around talented artists and how to monetise its content in this context.
16.30-17.30	Networking Village Hall 01	Meet the countries: Nordic (Denmark, Finland & Norway) <i>In association with Nordic Pavilion</i>
16.50-17.50	Brand Central Riviera Hall	Music & brands case study Heineken International presents Sensation in Asia
17.00-18.00	Direct2Fan Camp Riviera Hall	 Artists speak to artists Meet with Timati Rapper, Producer, Founder & CEO, Back Star (Russia)
17.00-18.00	Stand L01.02	Cocktail Music Finland
17.00-17.10	Visionary Monday Auditorium Debussy Level 1	Insight – Coding & music Fruitful and innovative collaborations between developers, artists and businesses have redefined the role of music in our culture. At the intersection of art and data, a whole new continent of disruptive creativity is emerging.
17.00-18.00	Visionary Monday Auditorium Debussy Level 1	Debate– How the music industry manages innovation This debate highlights the perspectives of music makers, rights owners and collecting societies on the capacity of the music industry to embrace disruption and leverage this creative renaissance.



MONDAY 28 JANUARY

17.00-18.00	Nordic Pavilion	Partner's Conference Discover Signmark, Finnish Deaf Rapper Two tracks performance by Rapper Signmark and followed by the Finnish Happy Hour
18.00-20.00	Véga Luna Beach <i>By invitation only</i>	Cocktail Imagem 2013 midem cocktail party
18.10	Visionary Monday Auditorium Debussy Level 1	Visionary Monday closing performance & remarks Performer: Paul D. Miller, aka DJ Spooky , Composer, Multimedia Artist and writer (USA) Closing remarks by Ian C. Rogers , CEO, Topspin (USA)
18.30-20.00	Magic Mirrors Palais des festivals esplanade	Happy hour networking event With DJ sets
19.00-00.00	Midem off . Morrison Irish pub . Ma Nolan's . B.Pub . The Establishent	Parties & showcases The best bars around the town will showcase a wide range of new talent that will complete the programme of Midem festival live performance
19.30-00.00	3.14 Hotel 5 rue François Einesy	Concert Midem Classical Embassy , dedicated to piano <i>In partnership with Steinway & Sons</i>
20.30	Midem Festival Magic Mirrors Palais des festivals esplanade	. Endah N Rhesa (Indaba winner) . Balthazar . Lou Doillon . Archive

TUESDAY 29 JANUARY

9.30-12.30	Auditorium A Level 3	Screening IMZ avant premiere screening
10.00-11.00	Networking Village Hall 01	Meet the countries: Argentina
10.30-10.40	Direct2Fan Camp Riviera Hall	Your guide to the day Get an overview of the daily schedule of events
10.30-10.50	Conference Room Hall 01	 Conversation with Willard Ahdriz of Kobalt Music Group The founder & CEO of one of the most innovative music publishing and services companies discusses the opportunities and challenges facing music publishers.
10.30-11.10	Brand Central Riviera Hall	Brand entertainment & music: Value Creation for Brands <i>In association with Brand Entertainment & Contents Summit (BECS)</i>
10.30-11.30	Innovation Factory Lérins Hall	Where to find innovation in mobile music
10.30-11.30	Blue Lounge Hall 01	Press conference - Midem 2013 overview In presence of Bruno Crolot , Midem Director, and clients



TUESDAY 29 JANUARY

10.30-11.30	Midem Academy Hall 01	Music industry 101 Traditional & new revenue streams <i>In association with Berklee College of Music</i>
10.40-11.10	Direct2Fan Camp Riviera Hall	D2F from A to Z - Promotion Discover how to enhance your promotion process using a successful direct-to-fan strategy
10.50-11.40	Conference Room Hall 01	GRD, it's started! <i>In association with the International Confederation of Societies of Authors and Composers (CISAC) & The Global Voice of Music Publishing (ICMP)</i>
11.00-12.00	Classical Lounge Riviera Hall	Cutting out the middleman
11.30-12.30	Direct2Fan Camp Riviera Hall	 Artists speak to artists Meet with Jamal Edwards Jamal Edwards, Founder & CEO, SB.TV Global Ltd. (UK)
11.30-12.30	Brand Central Riviera Hall	Music & brands case study – the Ford Experience: Bands in transit
11.30-12.30	Midem Academy Hall 01	Marketing Purpose driven marketing for artists & labels <i>In association with Berklee College of Music</i>
11.30-12.30	Networking Village Hall 01	Meet the independents <i>In association with IMPALA/WIN</i>
11.50-12.30	Conference Room Hall 01	Collective rights management in Europe <i>In association with the International Confederation of Societies of Authors and Composers (CISAC) & The Global Voice of Music Publishing (ICMP)</i>
12.00-13.00	Classical Lounge Riviera Hall	What is the publisher's role in the life of a new composition?
12.00-13.00	Innovation Factory Lérins Hall	Midem 2013: The wrap This panel will give an insightful and objective summary of how the industry moved forwards at Midem.
14.30-15.30	Brand Central Riviera Hall	Grey music pitch session 
14.30-15.30	Midem Academy Hall 01	Entrepreneurship Creative innovation & change management in the music business <i>In association with Berlin School of Creative Leadership</i>
14.30-15.45	Innovation Factory Lérins Hall	Understanding international digital music licensing <i>In association with the International Association of Entertainment Lawyers (IAEL)</i>
14.30-15.45	Direct2Fan Camp Riviera Hall	Music video strategies workshop
15.30-16.30	Midem Academy Hall 01	Marketing Discovering, Developing and Breaking New Talent <i>In association with Sciences Po</i>

