



midem
connected by music

EVENTS SCHEDULE AT A GLANCE

26-29 January 2013
Palais des Festivals
Cannes, France

As of 4 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
11.30-12.30	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 and Swarovski: 'Kingdom of Jewels' Learn about 'Kingdom of Jewels', an innovative campaign for the launch of the new Swarovski collection
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>
14.30-15.30	Brand Central Riviera Hall	DDB° Chicago music pitch session 
14.30-15.30	Midem Academy Hall 01	Music Industry 101 International publishing for non-publishers
14.30-15.45	Direct2Fan Camp Riviera Hall	Crowdfunding success workshop



SATURDAY 26 JANUARY

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>
15.45-17.45	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>
16.15-17.15	Classical Lounge Riviera Hall	When traditional retailing still works!
16.30-17.30	Midem Academy Hall 01	Marketing Fan-to-fan marketing for artists and brands
16.30-18.30	Conference Room Hall 01	Conference YouTube
17.00-18.00	Direct2Fan Camp Riviera Hall	 Artists speak to artists Meet with Christopher von Deylen aka Schiller Composer & Producer (Germany) <i>In association with GEMA and CISAC</i>
17.00-18.00	Networking Village Hall 01	Meet the countries: America meet Korea <i>In association with A2IM and 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
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

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
10.30-11.10	Brand Central Riviera Hall	The business of audio branding <i>In association with Berlin School of Creative Leadership</i>
10.30-12.30	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
11.30-12.30	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>
12.30-13.10	Brand Central Riviera Hall	Legendary music collaborations
14.00-15.00	Networking Village Hall 01	Meet the independents <i>In association with IMPALA/WIN</i>
14.30-15.30	Brand Central Riviera Hall	Ogilvy music pitch session 
14.30-15.30	Midem Academy Hall 01	Entrepreneurship Building artists careers in today’s music business
14.30-15.30	Auditorium K Level 4	Press conference UPFI
14.30-15.45	Direct2Fan Camp Riviera Hall	Digital deconstruction workshop



SUNDAY 27 JANUARY

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
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
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?
16.30-17.30	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	 Artists speak to artists Meet with Kellee Maize Rapper & Songwriter, Founder, CEO & Creative Director, Natürnal (USA)
17.00-18.00	Direct2Fan Camp Riviera Hall	Meet the countries: UK meet France <i>In association with AIM & French Bureau Export</i>
17.45-19.15	Midem Academy Hall 01	Press conference SACEM
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



SUNDAY 27 JANUARY



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 featuring Block B. . C2C

MONDAY 28 JANUARY

10.00-11.00	Networking Village Hall 01	Meet the lawyers <i>In association with the International Association of Entertainment Lawyers (IAEL)</i>
10.00-11.30	Auditorium I Level 4	Press conference GEMA
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
10.30-11.10	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) The theme for Visionary Monday 2013 is: "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
11.30-12.30	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>




MONDAY 28 JANUARY

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
11.55-12.20	Visionary Monday Auditorium Debussy Level 1	Highlight – Discover 2013 Midemlab’s winners! 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
12.20-12.30	Visionary Monday Auditorium Debussy Level 1	Insight – A roadmap to navigate music marketing services
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	 Vision Lang Lang Classical Pianist, China Lang Lang takes to the stage to explain how talent, technology and brand partnerships exposed his music to a broader audience
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 workshop <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
15.00-15.20	Visionary Monday Auditorium Debussy Level 1	Highlight – Midem Marketing Competition’s winners revealed! 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.
15.00-16.00	Classical Lounge Riviera Hall	How to make digital work for classical music
15.00-16.00	Blue Lounge Hall 01	Press conference SPEDIDAM
15.15-16.15	Networking Village Hall 01	Meet the branding, advertising & sync experts
15.30-16.10	Visionary Monday Auditorium Debussy Level 1	Debate – Towards a connected life Discover how the connectedness is reshaping the way we live, commute and communicate, and how it impacts the music business.
15.30-16.30	Brand Central Riviera Hall	Music & brands case study Reebok ‘I am Classic’



MONDAY 28 JANUARY

16.10-16.40	Visionary Monday Auditorium Debussy Level 1	Networking break Enjoy this opportunity to connect with Visionary Monday's participants and to boost your network
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
16.40-17.10	Visionary Monday Auditorium Debussy Level 1	 <p>Vision John Hayes EVP & CMO, American Express, USA</p> <p>Hear from John Hayes on how to build a true brand around talented artists and how to monetise its content in this context.</p>
16.50-17.50	Brand Central Riviera Hall	Music & brands case study Heineken International presents Sensation in Asia
17.10-18.10	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.
18.10-18.20	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.
18.20	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
20.30	Midem Festival Magic Mirrors Palais des festivals esplanade	. Endah N Rhesa (Indaba winner) . Balthazar . Lou Doillon . Archive



TUESDAY 29 JANUARY

10.30-10.40	Direct2Fan Camp Riviera Hall	Your guide to the day Get an overview of the daily schedule of events
10.30-10.50	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	Wrap-up Midem 2013 In presence of Bruno Crotot , Midem Director, and clients
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 



TUESDAY 29 JANUARY

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>

