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PRESS RELEASE

## ALEXANDRE DENIOT NAMED DIRECTOR OF MIDEM



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**Paris, January 5, 2017** – Reed MIDEM today announces that Alexandre Deniot is joining the company as the new Director of Midem, the leading industry event for the international music ecosystem.

Midem 2017 will take place in Cannes, France, June 6-9.

Alexandre Deniot brings with him over 15 years of experience within the music sector, mainly at Universal Music Group where he was most recently Business Development Director for UMG's Paris-based digital division. In this capacity over the past two years, he spearheaded the development of Universal Music's digital services in emerging markets and more specifically in Africa.

*"Alexandre's career at Universal Music Group has seen him acquire expertise that include team management, business development, multi-channel, international sales, strategy planning and implementation, e-business and digital media. These skills will be of particular importance as we move to develop Midem. His arrival confirms Reed MIDEM's commitment to growing Midem and serving the various stakeholders within the music ecosystem,"* said Jérôme Delhaye, Director of Reed MIDEM's Entertainment Division.

Commenting on his nomination, Alexandre Deniot noted, "This is an exciting time to join the Midem team. Midem has faced the same challenges as the global music industry. That industry shows clear signs of a return to growth, driven by increasing digital revenues and a spread of the digital footprint in such high-potential markets as China and the African continent. Midem has the foundations to grow again, in line with the music ecosystem. It is resolutely international, resolutely business-oriented and resolutely committed to innovation. And when you take into consideration its commitment to nurturing new talent via the Midem Artist Accelerator programme, it's clear to see the potential of Midem in this 'return to growth' period for the industry."

Alexandre Deniot started his career in the music business in 2001 as part of Sony Music Entertainment's sales marketing team in Lyon, France. He joined Universal Music Group in 2002 as Regional Sales Manager for eastern France then southern France before being promoted to Key Account Manager (Physical Sales) in 2006 and Key Account Manager (Digital Sales) in 2009. Five years later he was named Head of Business Development at Universal Music Group's digital division, managing Universal Music On Line, a specialist digital subsidiary of Universal Music. In January 2016 he took on the Business Development Director within the digital division in Paris.

**About Midem** – Midem is an annual international b2b event dedicated to the new music ecosystem, with a tradeshow, conferences, competitions, networking events and live performances. It's the place where music makers, cutting-edge technologies, brands & talents come together to enrich the passionate relationship between people & music, transform audience engagement and form new business connections. [www.midem.com](http://www.midem.com)

**About Reed MIDE M** – Founded in 1963, Reed MIDE M is an organiser of professional, international markets that are essential business platforms for key players in the sectors concerned. These sectors are MIPTV, MIPDOC, MIPCOM, MIP CUNCUN and MIPJUNIOR for the television and digital content industries, MIDE M for music professionals, MIPIM, MIPIM Asia, MIPIM UK, and MIPIM Japan for the real estate industry and MAPIC, Retail Real Estate Market brought by MAPIC in Shanghai and MAPIC Italy for the retail real estate sector. [c](http://www.reedexpo.com)

**About Reed Exhibitions** - Reed MIDE M is a division of Reed Exhibitions, the world's leading event organiser, with over 500 events in 43 countries. In 2015 Reed brought together over seven million active professionals from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 41 fully-staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of the RELX Group plc, a world-leading provider of information solutions and analytics for professional and business customers across industries. [www.reedexpo.com](http://www.reedexpo.com)

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