



5-8 June 2018, Palais des Festivals, Cannes

PRESS RELEASE

DEEZER BACKS MIDEMLAB 2018 MUSIC STARTUP COMPETITION

KIMA VENTURES, TICKETMASTER, GOOGLE & TENCENT
JOIN JURY, CALL FOR ENTRIES OPEN



Paris, 22 February 2018 – Global streaming service [Deezer](#) is to sponsor [Midemlab 2018](#), the leading international music-related startup competition, with **Kima Ventures**, **Ticketmaster**, **Google**, and **Tencent** all joining the jury to select finalists.

Midemlab presented by Deezer is part of [Midem](#), home of the global music community, which takes place in Cannes, France, from 5-8 June.

Now in its 11th edition, Midemlab will once again feature the most promising international music-related startups, whose ground-breaking solutions offer fresh opportunities to the music sector. Since its inception in 2008, 217 music startups from 31 countries have taken part in the competition.

The competition provides finalists with valuable exposure to industry decision-makers and potential investors. Previous participants have raised millions of dollars in funding thanks to their Midemlab appearances, and many are now well-established in the music ecosystem, like Soundcloud, The Echo Nest (acquired by Spotify), Next Big Sound (acquired by Pandora), and BandPage (acquired by YouTube). One of the 2017 Midemlab winners was Soundcharts, the Market Intelligence platform for the Music Industry that monitors artists' activity on social media, streaming playlists

and more. "Midemlab brought us two major things: credibility and visibility," said Soundcharts' Founder and CEO, David Weiszfeld.

This year's call for entries is now open, and 20 finalists will be chosen from submissions by Midem's selecting partners. They will be invited to Midem to pitch their business to a jury and the wider Midem audience.

Music streaming giant Deezer has just agreed to back Midemlab for the next two editions, and is particularly interested in startups developing innovative products and technologies involving data/analytics.

"The intersection of technology and music is Deezer's natural environment, so we are excited to partner with Midem supporting the music-tech community. We've learned that it's not about good or bad data, it's about the right data. And that's how, at Deezer, we're able to create a personalised experience for every user," said Aurélien Hérault, Chief Research & Data Officer, Deezer.

New this year among the selecting partners is Kima Ventures, the most active business angel in the world. Kima backs two startups per week with money and care, and has invested in more than 10 music-related startups.

Midemlab also welcomes back its long-standing selecting partners, Music Ally & bluenove.

[The deadline for submissions is 21 March](#), and companies can apply in one of the following four categories: Music creation & education, Music discovery & distribution, Marketing & data/analytics, Experiential technologies – VR/AR, high-resolution, IoT & hardware.

Finalists will receive personalised coaching from Abbey Road Red to prepare for their pitches. Abbey Road runs a unique music tech startup incubation programme – the only one of its kind in Europe. Winners in each category will receive a private meeting with Kima Ventures, free legal advice from Jeff Liebenson of Liebenson Law, free PR advice from PR strategist Joanna Kirk, one free registration to 2019 Midem and 2018 Slush Music, and more.

The prestigious jury brings together decision-makers from leading entertainment and tech companies, including Ticketmaster, Google, Tencent, and Sony Music; investment firms such as Kima Ventures and GP Bullhound; relevant startup campuses such as STATION F; and influential media including France 24, VentureBeat and the BBC.

Those so far confirmed on the jury are:

- **John Acquaviva**, DJ/Producer & Managing Partner, **Plus Eight** (Canada)
- **Christian Behrendt**, Creative Lead (ZOO EMEA), **Google** (Germany)
- **Paul Brindley**, CEO, **Music Ally** (UK)
- **Martin Duval**, President & Co-Founder, **bluenove** (France)
- **Marwan Elfitesse**, Startup Relations Director, **STATION F** (France)
- **Ismail Elshareef**, SVP, Fan Experience and Open Platform, **Ticketmaster** (USA)
- **Aurélien Hérault**, Chief Data & Research Officer, **Deezer** (France)
- **Danielle Kayembe**, CEO & Founder, **GreyFire Impact** (USA)
- **Joanna Kirk**, Managing Director, **StarHer**, and Co-Founder, **Startup Sesame** (France)
- **Ryan Leslie**, Artist, CEO & Co-Founder, **Disruptive Multimedia** (USA)
- **Brett Loubser**, CEO, **Tencent Africa** (South Africa)
- **Guillaume Quelet**, Senior Director, Global Business Development & Digital Strategy, **Sony Music Entertainment** (USA)
- **Eyal Lavin**, Partner, **Chausson Finance** (France)
- **Robb McDaniels**, CEO, **Beatport**, Executive Chairman, **Faction Entertainment**, and Venture Advisor, **TechInvest** (USA)
- **Chris O'Brien**, European Correspondent, **VentureBeat** (France/USA)
- **Eléonore Oudea**, Venture Capital Associate, **Kima Ventures** (France)
- **Marjorie Paillon**, Presenter, **France 24**, Founder, **I Love Productions** (France)
- **Per Roman**, Managing Partner, **GP Bullhound** (Spain)
- **Kate Russell**, Technology Journalist, **BBC** (UK)

- **Colleen Theis**, Chief Operating Officer, **The Orchard** (USA)
- **David Weiszfeld**, CEO & Founder, **Soundcharts** (France)

Discover the exclusive whitepaper ["Live Music Startups and Innovation" by Music Ally](#) exploring the best startups and most cutting-edge advancements in ticketing, concert recommendations, booking processes, offline and online interaction with gigs, data capture and much more.

About Midem – Home of the Global Music Community, Midem is the world's leading music event which brings together, connects, serves and supports the global music community to exchange, create, play, forge relationships and shape the future of music. With a rich 4-day programme of conferences, competitions, networking events and live performances, music makers, cutting-edge technology companies, brands & talent come together to enrich the passionate relationship between people & music, transform audience engagement and form new business connections.

Midem is part of **Reed MIDEM**, a global leader in the organisation of international professional markets in music, television and digital content industries (MIPTV, MIPDOC, MIPCOM, MIPJUNIOR, MIP China and MIP Cancun) and real estate sectors (MIPIM, MIPIM PropTech and MAPIC).

Reed MIDEM is a subsidiary of **Reed Exhibitions**, the world's leading events organiser, with over 500 events in 39 countries. In 2016 Reed brought together over seven million event participants 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 38 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of RELX Group, a global provider of information and analytics for professional and business customers across industries.

www.midem.com

www.reedexpo.com

About Deezer - Deezer connects 14 million active users around the world to 53 million tracks. Available in over 180 countries worldwide, Deezer gives instant access to one of the largest and most diverse global music streaming catalogue on any device. Deezer is the only music streaming service with Flow, the unique mix of all your old favorites and new recommendations in one ever-changing stream. Based on an intuitive, proprietary algorithm and created by people who love music, it's the only place to hear all your music back-to-back with fresh discoveries tailored to you. Deezer is available on your favorite device, including smartphone, tablet, PC, laptop, home sound system, connected car or smart TV. Making music happen since 2007, Deezer is a privately held company, headquartered in Paris with offices in London, Berlin, Miami and around the world. Deezer is available as a free download for iPhone, iPad, Android and Windows devices or on the web at deezer.com. For the latest news on Deezer go to Deezer.com/company/press

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