



midem®
connected by music

PRESS RELEASE

**SARAH STENNETT TO DISCUSS “THE MODERN ARTIST” AT MIDEM
2017**

FIRST ACCESS ENTERTAINMENT CEO
AND LEADING WOMAN IN MUSIC TO KEYNOTE



Paris, 28 February, 2017 – Sarah Stennett, CEO, First Access Entertainment, will deliver a keynote at [Midem 2017](#). She will discuss what it means to be a modern artist today, examining how the industry is adapting to support these new artists and considering whether the old-school rock ‘n’ roll star still has a place in today’s age of social media and streaming?

One of the most influential women in the industry, Sarah Stennett has been at the forefront of the music business for over two decades and has developed the careers of

some of the biggest selling global acts of modern times. At Midem, she will share her vision on the future of today's industry.

This keynote will be part of the Midem Keynote Series during the world's leading music industry trade event, held in Cannes, France, from 6-9 June 2017.

Sarah Stennett is the CEO and Co-Founder of First Access Entertainment, a global entertainment company, with offices in London, Los Angeles and New York. A joint venture between Sarah Stennett and Len Blavatnik of Access Industries, First Access Entertainment is a company at the forefront of the paradigm shift in the entertainment business, offering a broad range of services to its recording artists, songwriters, actors and models. Central to the company's services is the alignment of strategic brand partnerships across its roster. It is a co-owner of RDL founded by Romilda De Luca, which is renowned for its brand integration in film and TV.

Under Sarah Stennett's leadership, First Access Entertainment is pioneering new models for music and entertainment. Since 2003, Sarah Stennett has built a highly accomplished and successful team of executives who have together with her been responsible for the discovery, development and launch of numerous artists, including but not limited to Jem, Jessie J, Ellie Goulding, Rita Ora, Iggy Azalea, Jack Garratt and Bebe Rexha. In 2016 First Access oversaw the hugely successful launch of Zayn Malik's solo-career, who became one of the biggest global acts of the year.

"I remember going to Midem in the year that Roger Ames sold London Records to Warner. I had never seen anything like it. It was definitely rock 'n' roll," commented Sarah Stennett.

"We're very excited to welcome Sarah Stennett back at Midem. As one of the most talented executives and leading women in the business, she will undoubtedly bring invaluable insight to the international music professionals attending this 51st edition. As the boundaries between music and other creative fields become more and more blurry, endless opportunities for artists to thrive are created, and who better to share her experience in the field than Sarah?" said Alexandre Deniot, Director of Midem.

About Reed MIDEM - Founded in 1963, Reed MIDEM 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 CANCUN and MIPJUNIOR for the television and digital content industries, MIDEM 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. www.reedmidem.com

About Reed Exhibitions - Reed MIDEM 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

REED MIDEM PRESS CONTACTS

Jane GARTON, Entertainment Press Director: +33 1 79 71 94 39 > jane.garton@reedmidem.com

Philippe LE GALL, Press Manager: +33 1 79 71 96 48 > philippe.legall@reedmidem.com

Yassia FEKIR, PR: +33 1 79 71 95 82 > yassia.fekir@reedmidem.com

Edith YAHIAOUI, Press Officer: +33 1 79 71 94 34 > edith.yahiaoui@reedmidem.com