



5-8 June 2018, Palais des Festivals, Cannes

PRESS RELEASE

LIVE WILL HIT THE STAGE AT MIDEM 2018

MIDEM TO HOST AN INAUGURAL LIVE SUMMIT
IN ASSOCIATION WITH POLLSTAR



Paris, 14 December 2017 – [Midem](#) is teaming up with **Pollstar**, the industry-leading live music business trade media platform, to launch the first-ever **Live Summit**, with expertly-curated live industry programming and events tailored to respond to this vital and dynamic sector of the music industry.

Midem, the home of the Global Music Community, takes place from 5-8 June 2018, bringing together artists, agents, labels, publishers, tech, festivals and managers for four days of lively debates, business, networking and concerts, in Cannes, France.

The Live Summit at Midem, in association with Pollstar, is scheduled for the morning of Thursday 7 June 2018 in the Palais des Festivals, and will feature leading live business legends, innovators and upstarts to speak on panels and present case studies, as well as provide delegates with extensive networking opportunities and inspiration. The Summit will tackle the current challenges and rewards of today's live industry, as part of the global music value chain.

With the live music sector forecast to become the second biggest source of revenue for the global music industry, generating a projected \$38.3bn in 2030 (source: IFPI Goldman Sachs Global Investment Research), it is Midem's role - as the leading business event for the global music community and Pollstar's role – as the only trade publication and event covering the worldwide concert industry, to give this vibrant sector greater visibility and a louder voice. The Live Summit will provide a platform to discuss key issues facing the live sector at an international level.

"I'm delighted to announce the inaugural Live Summit at Midem in association with Pollstar, the leading reference in the live music sector. We're proud to be joining forces with Pollstar and its parent company OVG, a major player in today's live entertainment industry. Midem is the home of the global music community and we are thrilled to provide a platform for dialogue and networking between the live music scene and the rest of the global music ecosystem," says Alexandre Deniot, Director of Midem.

"With the growing impact of international touring and live music's elevated stature in the overall music business landscape, Pollstar is honoured to help lead the conversation of important issues impacting this sector and the role live plays in a rapidly changing world. Midem has long been recognised as the standard-bearer in the international music industry conference space, and we're beyond pleased for Pollstar to be associated with such a respected gathering of music business influencers and stakeholders," added Ray Waddell, President of OVG's Media & Conferences division.

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 MIDEEM**, 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 MIDEEM 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 Pollstar / OVG - For the past 30 years Pollstar has been the only dedicated trade publication covering the worldwide concert industry. Pollstar data is the leading resource for the touring industry encompassing box office numbers, routing, and directories. Pollstar produces a weekly print magazine, publishes daily content to Pollstar.com and executes the world largest gathering of live music industry professionals Pollstar Live! The annual conference features a variety of panels, keynotes and networking opportunities. Pollstar Live! culminates in the Pollstar Awards! which highlight the most impactful companies, executives, tours, and achievements over the past year.

The company has been recently acquired by Los Angeles-based live entertainment specialist Oak View Group (OVG), a global advisory, development and investment company for the sports and industries. Helmed by CEO Tim Leiweke and backed by Azoff MSG Entertainment. OVG comprises of a sponsorship/partnership company, a consulting division, a venue security company, a media and conference division, a venture fund/equity division and an Arena Alliance.

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