



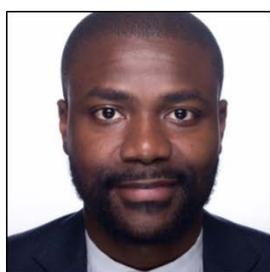
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connected by music

5-8 June 2018, Palais des Festivals, Cannes

PRESS RELEASE

**PRESTIGE INDUSTRY NAMES JOIN
MIDEM ARTIST ACCELERATOR JURY**

CALL FOR ENTRIES NOW OPEN FOR FOURTH EDITION OF
TALENT DEVELOPMENT PROGRAMME



ABIOLA OKE
CEO & Publisher, OkayAfrica
(USA/Africa)



ALEX OKOSI
Executive Vice President & Managing
Director, Viacom International Media Networks
Africa | BET International (Africa)



CHRISTIAN BERNHARDT
Agent, United Talent Agency
(USA)



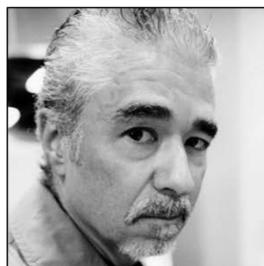
DEVRAJ SANYAL
Managing Director & CEO, Universal Music
Group South Asia/ EMI Music South Asia/
Enchanted Valley Carnival (India)



PATRIK LARSSON
A&R and Label Manager, Playground Music
Scandinavia (Sweden)



ROB HALLETT
Founder, Robomagix
(UK)



WILLY EHMANN
SVP Domestic GSA, Sony Music Entertainment
(Germany)



Watch Midem Artist Accelerator Trailer [HERE](#)

Paris, 04 January 2018 – [Midem](#) today announces that the call for entries is open for the fourth edition of the **Midem Artist Accelerator (MAA)**, and unveils an exciting Artistic Committee to help steer the selected rising talent to international success.

The MAA is one of the flagship projects of Midem, the home of the Global Music Community, which 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.

As the leading career booster for emerging musical talent, the MAA is an exceptional platform to fast-track the career development of 11 hand-picked artists. This exclusive bootcamp for artists and their entourages gives the finalists a unique opportunity to access Midem's business expertise in export and innovative solutions. Finalists will all get to play live on the main Cannes beach stage, as well as benefitting from a 360°

programme onsite, including entry to selected conferences, learning and coaching sessions with industry mentors, and networking opportunities with key players from the global music community. Plus they will have their song featured on Midem's communication materials, as well as on the Official Midem 2018 Vinyl Compilation and Playlist.

The Artistic Committee of industry experts for the MAA 2018 includes: **Abiola Oke**, CEO and Publisher, **OkayAfrica** (USA/Africa); **Alex Okosi**, Executive Vice President and Managing Director, **Viacom International Media Networks Africa/BET International** (Africa); **Christian Bernhardt**, Agent, **United Talent Agency** (USA); **Devraj Sanyal**, Managing Director and CEO, **Universal Music Group South Asia/EMI Music South Asia/Enchanted Valley Carnival** (India); **Patrik Larsson**, A&R and Label Manager, **Playground Music Scandinavia** (Sweden); **Rob Hallett**, Founder, **Robomagic** (UK); and **Willy Ehmann**, SVP Domestic GSA, **Sony Music Entertainment** (Germany).

"I am looking forward to participating at Midem 2018, since it is an important platform that brings together key stakeholders from around the world to support emerging talent that will shape the global music scene for years to come. The music industry continues to evolve in very exciting ways with the emergence of fresh artists, strong collaborations, dynamic live events and immersive platforms," said Alex Okosi.

"The work of platforms such as Midem is vital, bringing industry thought leaders together who are committed to the development of African music is crucial. I'm excited about my participation," commented Abiola Oke.

The 2017 edition of the MAA was a great success for the participating artists. Iris Gold (Sweden) signed a global artist deal with Patrik Larsson's Playground Music Scandinavia in the wake of her Midem performance. Her first single, "All I Really Know", was released on Friday 10 November 2017, and will be followed by a Nordic Tour. Adian Coker (UK) joined Ne-Yo on his current UK tour, after meeting Robomagic's Rob Hallett at Midem 2017. Meanwhile, Acid Arab (France) were signed to play at SIM in Brazil last month based on their Midem performance, and Prateek Kuhad (India) played his first UK show in November, again thanks to meeting Hallett at Midem 2017.

Past finalists include: Alo Wala (Denmark), Be Charlotte (Scotland), Clubcheval (France), Far From Alaska (Brazil), Flo Morrissey (UK), Geoffroy (Canada), Ghetts (UK), Kiddy Smile (France), M.anifest (Ghana), Malky (Germany), Shakka (UK), Synapson (France) and XXX (South Korea).

"Midem is the home of the global music industry. The Midem Artist Accelerator programme is a unique opportunity to bring a fresh batch of emerging talent to the international stage. MAA puts talent where it belongs – at the heart of Midem," said Alexandre Deniot, Midem Director.

Managers, agents, labels and publishers have **until 28 January** to submit their best ready-to-export talents on midem.com

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. www.midem.com

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