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PRESS RELEASE

MIDEM LAUNCHES NEW MUSIC AWARD CONCEPT FOR 2019

CELEBRATING MUSIC'S SUCCESS STORIES IN THE DATA ERA



Cannes, 8 June 2018 – Midem announces the launch of the ground-breaking Midem Music Awards, which will be held at the next edition of the global music industry gathering in Cannes from 4-7 June 2019.

The Midem Music Awards will be the first truly data-driven music prizes, shining a spotlight on artists from all corners of the world and celebrating regional and global success stories.

The Midem Music Awards have partnered with global music data platform Soundcharts, which will collect and qualify data from the most established and relevant digital platforms specialising in audio and video streaming, audio identification platforms, social media, and live music activities.

Entirely based on platform-enabled fan data and verified by an independent adjudicator, this innovative concept will introduce a completely new way to measure and reward outstanding success, bypassing the usual methods of discerning awards by jury or a voting system.

"Today, artists have the opportunity to release their music instantly to a wider audience than ever before, and music fans across the globe can experience music from a more diverse set of artists, giving opportunities for new success stories to emerge from anywhere. With this new awards platform, we aim to recognise the exciting challenges of being a successful artist in the streaming era, and we are delighted to host this unique new event in the industry calendar," said Alexandre Deniot, Director of Midem.

"The music industry is becoming data driven, and we at Soundcharts are proud to be the exclusive data partner for this exciting initiative from Midem," said David Weiszfeld, CEO of Soundcharts.

The gala ceremony will be produced by award-winning production house Whizz Kid Entertainment. It will differ from traditional award show formats by providing an unprecedented experience, direct from Midem in Cannes, to music fans around the world thanks to content distribution partner Precious.

The Midem Music Awards launch event was held at Midem on June 7 in the presence of SB Projects Founder Scooter Braun, who was presented with the inaugural Midem Hall of Fame Award for his pioneering use of digital media and new technologies to build the careers of some of the biggest names in music. The event was hosted by music and technology innovator Imogen Heap and global phenomenon producer and performer Jonas Blue.

It also featured a short film teasing next year's awards, plus a special performance by the most-streamed African artist, Davido. "The Midem Music Awards will give artists from every continent an opportunity to connect with a global audience," commented Davido.

"Data has become an integral part of how I manage my career as an artist and producer, helping me to get close to my fans. This new platform will really put fans front and centre," stated Jonas Blue, Artist and Producer.

Imogen Heap added, "Understanding and using data in the right way has become an essential part of an artist's journey when emerging onto the global stage. The Midem Music Awards initiative is the first to recognise this shift and democratise the ways we celebrate success in music."

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.

About Whizz Kid Entertainment - Founded in 2006, Whizz Kid Entertainment is an independent UK production company majority-owned by entertainmentOne. The company's CEO is Malcolm Gerrie and the Managing Director is Lisa Chapman. The board includes Chairman Stuart Baxter (President, International Distribution, entertainmentOne), Tara Long (Exec VP Of U.S. Alternative Programming) and Polly Williams (Head of Scripted Drama at Entertainment One & Creative England). Whizz Kid Entertainment produces award-winning programming across a wide range of genres, including entertainment, factual entertainment, documentary events and music. Its many high-profile commissions include "Ex On the Beach" for MTV International, "A Life On Screen" and the British Academy Film Awards for the BBC; "Lip Synch Battle" for Channel 5 and "Let's Sing and Dance for Comic Relief" for BBC1. The company is also working on a feature film, "Ibiza: The Silent Movie", with music curated by [FatBoy Slim](#). Please visit www.whizzkid.tv for more information.

About Soundcharts - Soundcharts is the first market-intelligence platform for the music industry, monitoring social media, streaming platforms and digital stores and acting like a financial dashboard for music. Soundcharts was founded in 2015 in France and already works with over 250 companies from some 28 countries.

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