



5-8 June 2018, Palais des Festivals, Cannes

PRESS RELEASE

NEW LOOK MIDEM PUTS CREATIVES CENTRE STAGE

INITIATIVES REFLECT & SUPPORT RESURGENT MUSIC INDUSTRY



Cannes, 8 June 2018 – A sense of energy permeated through Cannes this week as 4,800 delegates (+9% vs 2017) from 80 countries came together at a Midem that was packed with new initiatives, industry leaders and a wealth of talent, particularly from Africa.

As the home of the global music community, Midem 2018 expanded its overall programme. Among the new initiatives were:

- Live Summit (in partnership with Pollstar) devoted to the vibrant live sector
- Streaming Summit including a keynote from Rhapsody International-Napster CEO Bill Patrizio
- Four live Chinese acts (B Square, Hu Jin, Yao Band, and Man Xinwei), all finalists of the inaugural *Voice of China by LING* - China's new equivalent of the Midem Artist Accelerator programme
- A major conference panel devoted to FILM/TV music and the International Premiere Screening of 'Word is Bond'
- The first 'High Potential Markets Programme,' which this year focused on Africa (in partnership with SACEM and Trace) and included the SACEM African Night of live performances from Yemi Alade, Adango and Kiff No Beat
- The inaugural Songwriting Camp
- The first Midem Hall of Fame Award - presented to SB Projects Founder, Scooter Braun
- A live concert and networking zone, the Midem Beach, which showcased the 11 Midem Artist Accelerator finalists and confirmed stars including Nigeria's Yemi Alade and Davido, Joyce Candido (Brazil) and Imogen Heap (UK)

- A new Indonesian Pavilion.

In addition, Midem unveiled the revolutionary new concept for the 2019 Midem Music Awards* which will be the first truly data-driven international music prizes celebrating regional and global talent. And at a June 7 press conference, Midem Director Alexandre Deniot announced a two-day Midem Latin American Summit to take place in Rio de Janeiro, Brazil, November 29-30 2018. The Summit paves the way for the 2019 Midem Latin American Forum in Cannes, as part of Midem's on-going High Potential Markets Programme.

"In line with Midem's commitment to the global music community we have introduced a multitude of new initiatives. In particular, the High Potential Markets Programme supports regional industries that have incredible talent and a desire to structure themselves. With Midemlab we recognise innovative tech solutions for the music industry. With the Midem Artist Accelerator (MAA) programme we showcase young artists to international executives. And with the Songwriting Camp we are actively creating the songs of tomorrow," said Alexandre Deniot.

Delegates at Midem gathered together against a backdrop of upbeat results for the global music market in 2017.

For the third year in a row, data released by the International Federation of the Phonographic Industry (IFPI), showed that the global recorded music sector grew in 2017. According to IFPI, total revenues rose by 8.1% to \$17.3 billion with streaming revenues increasing by 41.1% to \$6.6 billion and total digital (\$9.4 billion) now representing 54% of all revenues.

Meanwhile, trade-media platform Pollstar reports that in the 'live' sector, the world's 100 biggest concert tours generated revenues of \$5.6 billion last year, a 15.8% increase on 2016. Consultancy PricewaterhouseCoopers estimates that the 'live' business will reach \$28.9 billion in ticket sales and sponsorship by 2021.

Despite an awesome stable of continent-wide talent, Africa currently represents only 2% of the global recorded music revenue and a mere 0.7% of royalties collected worldwide, according to research by Midem and French rights collection agency SACEM.

This year, Midem headed to Africa and held four one-day conference, networking and concert events in Nigeria, South Africa, Ivory Coast and Republic of the Congo. Combined, these events brought together 400 professionals, staged 50 concerts and welcomed 2,000 attendees. "The Midem African Forum is the beginning of a long-term commitment to accompanying Africa's vibrant and diverse music community. Our goal is to launch a fully-fledged Midem in Africa," revealed Midem's Alexandre Deniot.

At Midem 2018, the sub-Saharan delegation was the largest in the history of the event with Nigeria, Chad, Congo, South Africa, Gabon, Kenya, Togo, Ghana, Cameroon and Tanzania all represented.

Among the marquee names keynoting in Cannes this week were Nigerian star and entrepreneur Yemi Alade (who also performed live) and South African electronic record producer and DJ Black Coffee, who was this year's Midem Artist Accelerator Ambassador.

The 2018 MAA finalists included AKA (South Africa), Big Star (South Africa), Bez (Nigeria) and US-born South African R'n'B/hip-hop artist T\$hego, while South African rapper, pianist, producer and song-writer Toya Delazy was among those challenged to produce new songs during the Midem Songwriting Camp.

"One of the most exciting elements of Midem 2018 has been the coming together of delegates from the event's core markets (United States, UK, France and Germany), with their counterparts from around the world, particularly from Africa," commented Jerome Delhaye, Director of Reed MIDEM's Entertainment Division. "We have witnessed some great interaction between different nationalities, different generations and the different sectors of the music community that meet at Midem."

As part of Midem's unique programme of learning and knowledge sharing, this year's conference programme featured a stellar line-up of industry leaders. In addition to Black Coffee, delegates accessed keynotes that included SB Projects Founder Scooter Braun, brand expert Jennifer Breithaupt (Global Consumer Chief Marketing Officer, Citi), BMG CEO Hartwig Masuch, Empire CEO Ghazi Shami, Concord Music's Scott Pascucci, Steve Salm and Jake Wisely, the European Commission's Director for Culture and Creativity DG EAC Michel Magnier, Oak View CEO Timothy J. Leiweke, Rhapsody Int'l-Napster President & CEO Bill Patrizio and a head-to-head keynote between Ben Schwerin (VP of Partnerships Snap Inc) and Neil Jacobson (President Geffen Records).

"The global music industry is currently writing one of its most exciting chapters ever, and this is reflected by the multi-generational Midem community. We have put artists and the creatives at the heart of the event. We are committed to supporting high potential markets over the long-term and we have incredible input from industry thought-leaders who share their vision on the conference stages," concluded Midem's Alexandre Deniot.

Midem 2019 will take place June 4-7 in Cannes, France

For the winners of the 2018 Midemlab Competition click [here](#)

*To learn more about the 2019 Midem Music Awards click [here](#)

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).

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