

# MIDEM 2015

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**5-8 JUNE**

**PALAIS DES FESTIVALS,  
CANNES, FRANCE**



**midem.**  
connected by music

# CANNES, FRENCH RIVIERA





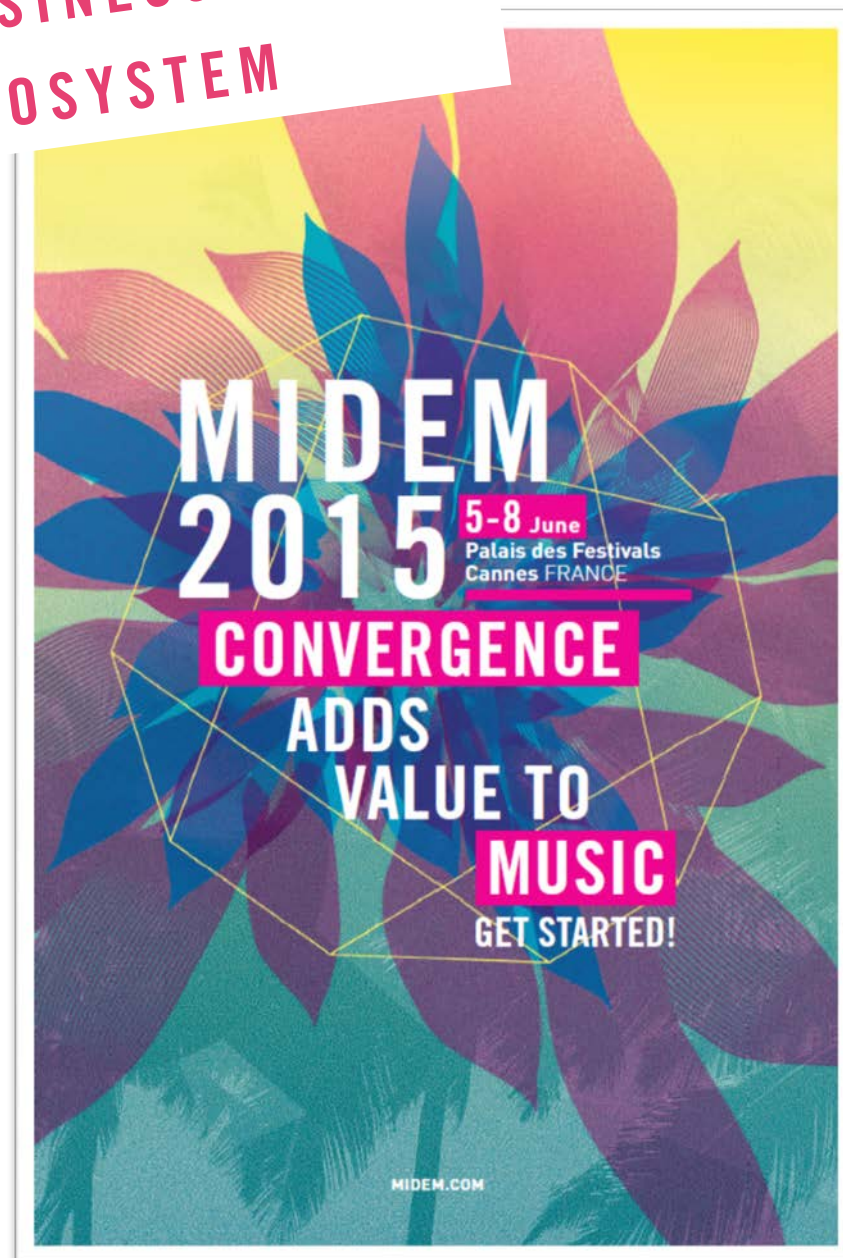
**Midem**  
**Palais des Festivals, Cannes**

# MIDEM

THE LEADING  
INTERNATIONAL BUSINESS EVENT  
FOR THE MUSIC ECOSYSTEM

Meet at Midem, the **hub of the forward thinking music community and its extended segments** to expand your **international network**, create **bridges with other industries**, improve your **practices**, sign deals, and **take your business to the next level.**

Join over **6,150 participants** from more than **75 countries** during our **sunny new dates**, in **Cannes**, at the **Palais des Festivals**, from **5 – 8 June 2015.**



# MIDEM ATTENDANCE

## MUSIC



70%

Distributors | Majors | Indies | Publishers  
Managers | Agents | Promoters  
Collecting Societies | Live Production  
Synch | Legal Services

## TECH



18%

Developers | Startups | VCs | Tech Gurus  
Hackers | Mobile services  
Digital & Social Media agencies

## BRANDS



7%

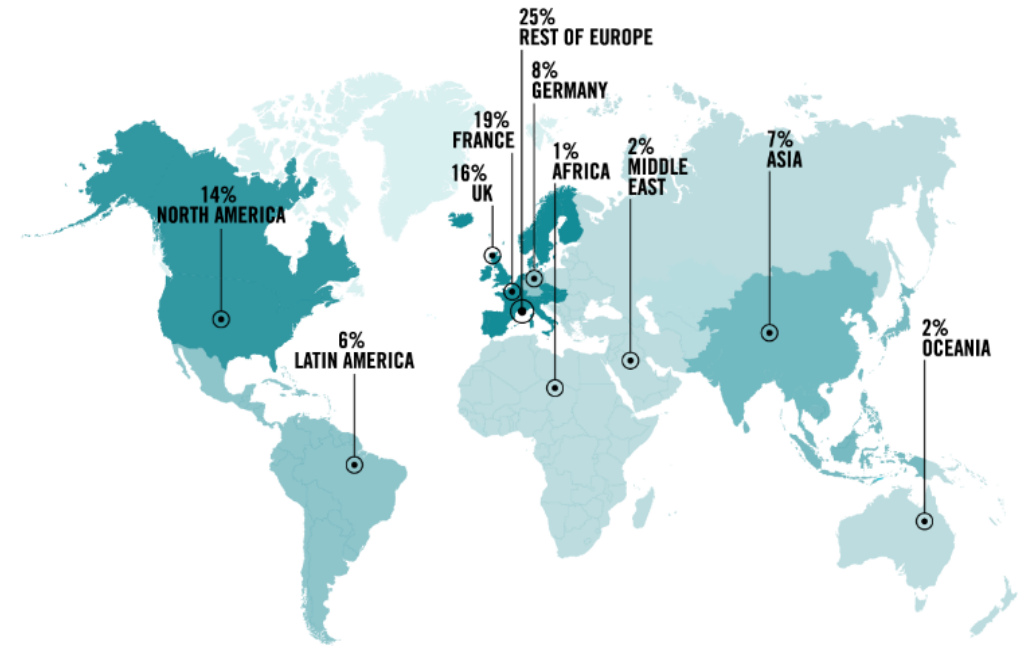
Marketing & Communication Agencies  
Music Supervisors | Advertisers

## ARTISTS



5%

Performing Musicians | Authors  
Composers



# THEY WERE AT MIDEM

Music business  
wide ecosystem

Labels  
Managers  
Artists  
Technologies  
Distributors  
Brands  
Agencies  
Lawyers  
VC's  
Start-ups  
Publishers  
Collecting societies





# THE KEY REASONS --- WHY PEOPLE ATTEND MIDEM?

## **TO TAKE THEIR BUSINESS TO THE NEXT LEVEL**

Four days to source, sell and sign new deals. To shape their business with collaborators, investors, partners and clients from the international music, brands and tech community.

## **TO GROW THEIR INTERNATIONAL NETWORK**

To rub shoulders with the forward thinking players that matter from the music ecosystem and its extended segments.

## **TO GET INSPIRED**

To enlarge their vision, dig deeper into subjects that are at the core of their expertise and learn best practices in the fields of music, technology, creativity, innovation, brands and agencies

## **TO GAIN EXPOSURE ON AN INTERNATIONAL PROMOTION PAD**

To kickstart summer 2015 with international visibility, press coverage and awareness for their brand, artists and products

## **TO JOIN THE HEARTBEAT OF MUSIC**

Four days of live acts, special venues, international talent. It's all about Music!

## **TO EXPERIENCE THE BRIGHTER SIDE OF MUSIC!**

Just for you, sunny new dates for an exciting new Midem, in Cannes, from June 5 – June 8 2015. Say Oui! to la French Riviera.

# WHAT'S MIDEM?

1. A MARKETPLACE

**MARKET**  
**6150** PARTICIPANTS  
**1236** EXHIBITING COMPANIES  
**185** PRESS  
**75** COUNTRIES  
**39** NATIONAL PAVILLONS

2. A CONFERENCE & COMPETITIONS

**CONFERENCE**  
 WORKSHOPS & SUMMITS  
 COMPETITIONS  
 LEARNING INSPIRATION  
 120 SESSIONS  
**KEYNOTE**

3. A NETWORK

**NETWORK**  
**6150** @ONLINE PARTICIPANTS DATABASE  
 INTERNATIONAL MUSIC ECOSYSTEM  
**185** PRESS  
**75** COUNTRIES  
 MATCH MAKING  
 HAPPY HOURS

4. A MUSIC FESTIVAL

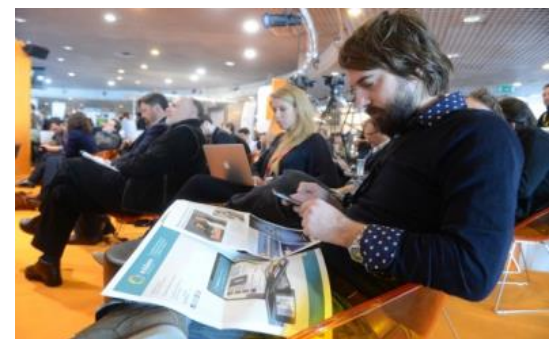
**FESTIVAL**  
**LIVE 187** ARTISTS  
 EXPORT PASS  
**SOURCE** NEW TALENT  
**6** VENUES  
**PROMOTERS**

5. MIDEM **NEW!** DISCOVERY ZONE

**DISCOVERY**  
 ELECTRONICS  
 SMART HOME INNOVATIONS  
 CONNECTED GOODS  
 STREAMING PLATFORMS  
 CONNECTED CAR  
 INNOVATIVE PROJECTS







# MIDEM 2014 TRAILER + DAILY NEWS VIDEOS



# BE PART OF THE MIDEM 2015 COMMUNITY



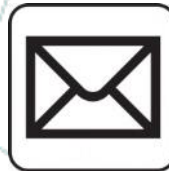
**54 000**

FOLLOWERS & FANS



**22 000**

VIEWERS



**11 000**

NEWSLETTER READERS



**57%**

ADOPTION RATE

**THANK YOU FOR  
YOUR ATTENTION**



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