



MUSIC 4.5

PRESS RELEASE

Music 4.5 - the new music tech startup event announces speakers and agenda

19th February 2010: The speaker and panellist line-up for **Music 4.5**, the music-tech startup event, has been confirmed and announced today. It includes a host of cutting-edge innovators within the music and music tech business space.

Music 4.5 has been designed to bring together music tech startups, artists, bands music managers, seasoned entrepreneurs, investors and music industry professionals for great networking and a new forward-looking positive discussion. The themes have been developed to ensure sharing of real, hard-core knowledge and sustainable ideas between music and tech people.

The one-day conference takes place in the Cavendish Conference Centre in central London on Thursday March 4th. It brings together the music and music-tech crowds and attracts a large number of industry innovators and entrepreneurs.

It will include a series of panel discussions, a debate, case studies, **The Travelling Teen Panel**, and at the end of the day, a **TechCrunch Pitch! Competition @Music 4.5**, followed by an evening party in collaboration with the **PRS for Music**.

Music 4.5 is supported by **Adswizz**, **Midisticks**, and **UKTI**, as well as, **Bristol Music Foundation**, **Brand-e.biz**, **Chinwag**, **Featured Artists Coalition**, **Greenhouse Group**, **Music Publishers Association**, **Music South West**, **Music Tank**, **Record of The Day**, **Screen Digest**, **TechCrunch Europe**, and **Viadeo**.

A Pitch! workshop to prepare startups for the pitch sessions has been held prior to the event, organised and sponsored by UKTI, and supported by the British Library and IP Centre (participation in the Pitch! workshop does not guarantee participation in TechCrunch Pitch! which is an entirely editorial decision).

Rassami Hok Ljungberg, co-founder of 2Pears, the host and organiser of **Music 4.5**, comments: 'As we have been researching and developing Music 4.5, we have encountered enthusiasm and support from both the artists and artist management, as well as from the music-tech entrepreneurs. There is clearly a desire to engage and collaborate more and closer with each other.'



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The focus of Music 4.5 reflects this ambition by being forward-looking, aiming to inspire a new creative discussion around the opportunities in the shifting business landscape.

Petra Johansson, co-founder of 2Pears, adds: 'Music 4.5 is just the first of a number of peer-to-peer events in the music technology sector, inspiring creative networking between music tech businesses and artists. We expect to be back with more related events in the near future - watch this space!'

Music 4.5 topics and speakers

Ends

Notes to Editors:

Tickets to **Music 4.5** can be purchased online here: <http://www.music4point5.com/register.html>

A two-tiered pricing structure allows qualified (and cash-strapped) music tech startups, artists and bands to attend **Music 4.5** at a reduced rate.

2Pears reserve the right to approve registrations and refuse entry if incorrect category is stated.

About 2Pears

2Pears - the team that bring you the **TechCrunch Europe** events, and the UKTI Pitch workshops.

2Pears facilitate **peer2peer networking and collaboration**, new thinking and new connections, through seminars, workshops, events, information-sharing and meetups.

We work predominantly with the **digital technology and creative media industries** - bringing them together in a multitude of ways.

We are **Petra Johansson** of events company **TwistedTree**, and **Rassami Hok Ljungberg** of communications consultancy **rassami**.

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About the media partners

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Screen Digest

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TechCrunch Europe

TechCrunch Europe is a blog covering Web 2.0 and Mobile start-ups.

TechCrunch Europe is part of the TechCrunch Network, which includes country-specific blogs for France and Japan. In August 2008, TechCrunch Europe was named the best 'Web 2.0 and business blog' in the UK, by the readers of Computer Weekly magazine.

TechCrunch, founded by Michael Arrington on 11 June 2005, is a weblog dedicated to obsessively profiling and reviewing new Internet products and companies. In addition to new companies, we profile existing companies that are making a commercial or cultural impact on the new web space.

TechCrunch Europe is edited by **Mike Butcher**. A former editor of New Media Age magazine (the leading weekly trade title in the UK) and The Industry Standard Europe, he has written for UK national newspapers including the Financial Times, The Guardian, The Times and The New Statesman.

He has appeared on BBC News, Sky News, Channel 4 and Bloomberg, commenting on technology and new media. Mike has launched or re-launched several media web sites. In 2004 he was voted 'One of the 100 Innovators of the UK Internet Decade' by GfK NOP, the fourth-largest custom research business in the world. In July 2008 Mike was put at No. 47 out of the Top 100 people in London's creative industry the UK by The Independent newspaper and The Hospital Club. In August 2008 TechCrunch UK was named the best 'Web 2.0 and business blog' in the UK, by the readers of Computer Weekly magazine.

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Viadeo

Founded in June 2004, Viadeo quickly established itself as an essential tool for professional networking in Europe and beyond. Since then, Viadeo is used by those who want to increase their business opportunities (to discover new clients, staff and business partners), enhance their visibility and their online reputation, and manage and develop their network of professional contacts.



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Viadeo's members consist of business owners, entrepreneurs and managers from a diverse range of businesses both start-up and well established. Based in Paris (head office), Viadeo also has offices and teams in the UK (London), Spain (Madrid and Barcelona), Italy (Milan), China (Beijing), India (New Delhi), Mexico (Mexico City) and Montreal (Canada). The Company employs 200 staff worldwide. For more information, please visit us on the Web at www.viadeo.com.

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Bristol Music Foundation

The Bristol Music Foundation (BMF) is run by music industry professionals in Bristol and supports the development of music businesses and musicians in Bristol and the South West of England. The BMF is dedicated to encouraging partnerships and networks in the region and connects regional music forums across the South West via the South West Music Forum to provide a joined-up approach to activity, share ideas and knowledge, and raise the profitability and international profile of the music industry in the South West.

Music South West

Music South West provides an annual convention for music practitioners in the South West of England to meet and discuss current topics and key issues and hear from leading figures from the regional, national and international music industry and education and public sectors.

Music South West brings like-minded people together to discuss such work, meet regional, national and international partners, network, listen to great live music, and make plans for the future.

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Record of the Day

Record of the Day is the music industry's favourite daily digest providing a raft of original and aggregated news from all UK and international media outlets, encompassing press and online. Each daily mailout also contains a soundclip of the best in new music chosen by the RotD team. The company also produces a weekly music industry magazine containing comment, news, data, listings, interviews and of course, clips to the best new music out there.

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