



## **Music 4.5 Annual Conference - The music and tech startup event announces speakers and agenda -**

6th October, 2010: The speaker and panellist line-up for **Music 4.5 Annual Conference**, the music and tech startup event, has been confirmed and is announced today. It includes a host of cutting-edge innovators and key players 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 productive discussion. The theme for the **Music 4.5 Annual Conference, The Power of Audiences: reaching and building audiences**, has 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 **Cafe de Paris** in central London on Wednesday November 10<sup>th</sup>. It brings together the music and music-tech crowds and attracts a large number of industry innovators, entrepreneurs, and media. It is also part of the official schedule of **Internet Week Europe**.

**Music 4.5 Annual Conference** will include a series of presentations, panel discussions, a debate on the changing role of record labels, case studies, a **Music 4.5 Jam** session, and at the end of the day, a music business and music-tech startup **Pitch Competition**, followed by an evening party, **Music 4.5 Showcase**, featuring a host of great bands in collaboration with **Music Glue**.

**Music 4.5** is proud to be sponsored by **Caffeinehit**, and supported by **UKTI, MidemNet Lab, Bristol Music Foundation, Brand-m.biz, Featured Artists Coalition, Greenhouse Group, Internet Week Europe, Music Publishers Association, Music South West, Music Tank**, and **Record of The Day**.

Rassami Hök Ljungberg, co-founder of 2Pears, the host and organiser of **Music 4.5**, comments: “Following our previous **Music 4.5** events, we have received a lot of support and interest from both artists, artist management and music-tech entrepreneurs, and we are excited about the fantastic line-up of interesting participants for the **Music 4.5 Annual Conference**. It is an eclectic mix, which bodes well for both a creative and lively discussion.”

“While **Music 4.5** in March was all about “Art into commerce through technology - technology as the umbilical cord that connects art and commerce to a successful business”, the take-out was that there is generally too little focus on, and knowledge of, the audience - the music-buying public. Therefore, the key theme of **Music 4.5**

## Music 4.5 – 4.5 times ROI for artists and entrepreneurs



**Annual Conference** in November is: *'The Power of Audiences: reaching and building audiences'*. This is an invaluable opportunity to share knowledge and focus on how to achieve a 4.5 times ROI for all parties involved in the new music business landscape: artists, entrepreneurs and investors", she continues.

Petra Johansson, co-founder of 2Pears, adds: "We created **Music 4.5** to be focussed on peer-to-peer discussion and learning between two industry sectors, and we have been delighted with the success of the creative networking between music-tech businesses and artists/artist management. We have achieved a loyal following of supporters and we are now even more committed to continue to deliver great learning events to the creative and music tech communities".

### Music 4.5 Annual Conference topics and speakers include:

#### **THE POWER OF AUDIENCES: REACHING AUDIENCES AND BUILDING AUDIENCES**

10.00 – **Opening and welcome by the chair of the day:** *Jeremy Silver, CEO of Featured Artists Coalition (FAC)*

10.15 - **Power presentation – The new power hierarchy**  
*Mark Meharry, founder and CEO of Music Glue*

Cultural change takes a decade, the music industry is going to change beyond recognition, live industry is booming but the artists aren't getting any money from it. The people who own the relationship with the consumer are of crucial importance – the new power hierarchy involves more power to the artist and the manager and/or the 'filter'.

What is the exchange rate for different audience segments, e.g. mainstream, teens, supermarket woman, the grey pound, and their impact on the size of revenue?

10.35 - **Power presentation – Moving with and anticipating your audience - youth behaviour indicating the next mainstream**  
*Kemal Mermutlu, BBC Radio 1, 1xtra Drivetime*

Focus on the audience and how to deliver to it: constantly re-evaluating pre-conceived ideas about the audience, its demands and desires.

How music fits into young peoples lives: defining value after consumption; integrated consumption spread across the network; cross-genres across different life-styles. The attitude of young people towards music, how they value it, and what part it takes in their lives today, gives an indication of the concept-shift and opportunities for the music business landscape of tomorrow.

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### 10.55 – PANEL – “Milking your fans”

Audience focus from a music-tech and ‘filter’ perspective: the value of music. What we perceive to have value to those consuming music related products and services, isn’t always the case depending on the audience segment and depending on how they are willing to pay for the service. People wish to reward what they like (once they have consumed it), and what they value, as well as ‘donating’ to the artist. New and different ways of ‘paying’, and the avenues open to the bands/artists with the magic 1,000 fans to make money with music as IP.

*Moderator: Tim Bradshaw, digital media correspondent, Financial Times*

*Heliene Lindvall, singer and song-writer*  
*Marie-Alicia Chang, MusicMetric*  
*Clive Gardiner, We7*  
*Martin Morales, ex-Disney and ex-iTunes*  
*Oleg Fomenko, mflow*  
*Steve Jelley, Videojuicer and Plushmusic.tv*

### 11.35 - Coffee and networking time

### 12.00 - Power presentation – The changing role of labels, but now where does the money come from for artists? The lack of financing...

*conversation between Brian Message, chairman MMF and founder of ATC, and Grant Murgatroyd, Corporate Financier Magazine*

There is a gap in the market for financing bands and artists – who shall fill it in the future, what is the role of a financier, what is the new contract?

### 12.20 – DEBATE - Record label execs & Artists – The changing relationship and the changing roles...

*Moderator and scene setter: Eamonn Forde, digital editor of MusicWeek*

#### Labels:

*Paul Smernicki, Polydor*  
*Rhiannon Price, Turf Records*

#### Artists:

*Ana Free, artist*  
*Kirsty Hawkshaw, artist*  
*Sandie Shaw, artist*  
*Ulrich Schnauss, artist*

Audience-focus from the artists’ perspective: artists with or without record labels need to target/consider their audiences, and is this best done with or without a record deal? Are record labels redundant? Do record labels give artists what they need? Is

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the deal fair? What are the new labels appearing offering? How is the deal changing and how does it need to change?

13.00 - **Lunch**

14.00 – **Music 4.5 JAM Session**

Music 4.5's own "listen to our audience" moment.

AudioFuel founder and ringmaster Sean Blair will set up two rounds for the audience to Jam on these subjects:

1. *Inspired examples of audience participation*
2. *What fans do for love... and how that makes money*

15.25 – **Case Study presentation: Tribe of Noise - The Music Business**

*Hessel van Oorschot, founder Tribe of Noise*

The evolving market-place for music and its potential. Ways of connecting artists/songwriters/composers and companies keen to use music in commercial settings or others across the world legally: an online music business place.

15.45 - **Power presentation – Giving the audience what they want**

*confirmed speaker: Paul Pod, VP User Experience & Design, artfinder, and User Experience Design for Product Development @ EMI Music*

Lessons learnt creating next generation digital products for the music industry and how methods used by technology startups can improve customer satisfaction and user experience.

- listening vs watching your users
- what trends can we see
- what design patterns can we adopt

16.05 – **Pitch Competition: 5 music-tech businesses + 5 music businesses**

*managed by Charlotta Hedman, Music 4.5 blog editor and Grant Murgatroyd, Corporate Financier Magazine*

Judging panel – music execs + investors:

*Rick Riccobono, NewMediaLaw; Leon Alexander, Hope Music Group; Hugh Stanley Clark, Gigaboxx; Milo Yiannopoulos, The Telegraph;*

17.20 - **Closing Remarks + pitch winners announced**

17.30 – **Drinks**

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### Music 4.5 Showcase - after-event gig in collaboration with MusicGlue

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 tech, creative media and startup events in Europe. **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 Hök Ljungberg** of communications consultancy **rassami**.

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#### **About the Music 4.5 supporting partners:**

##### Sponsors

##### **Caffeinehit**

[Caffeinehit](#) is a top-rated web design, web development, iPhone development and graphic design company in Shoreditch, London. We design and build online solutions for clients of all shapes and sizes, ranging from cutting edge web start-ups through to international household brands. We work quickly and passionately at Caffeinehit HQ and can happily deal with any project from concept through to launch.

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### Event Partners

#### **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.

#### **brand-m.biz**

[brand-m.biz](#) is dedicated to bringing you the latest in moves and shakes from those involved in integrating music into the marketing effort, and those busying themselves with marketing music itself. We also provide a raft of consultancy and research services related to music and brands, as well as to branded entertainment.

#### **Featured Artists Coalition**

The [Featured Artists Coalition](#) (FAC) is a not-for-profit artist led organisation set up to represent the interests of its members, particularly in the new digital age. The FAC encourages the development of a sense of community amongst artists as well as a greater connection between artists and their audience. The FAC is also devoted to helping its members navigate the technology and business landscapes of the music industry and aims to promote transparency in the music industry specifically to the benefit of the artists themselves. FAC's co-chairpersons include Sandie Shaw, Nick Mason (Pink Floyd) and Ed O'Brien (Radiohead).

#### **Green House Group**

[Green House Group](#) is a collective of artists, designers, developers and marketers who are working together to help music grow. Their primary focus is helping artists, venues and festivals get the best use out of available online tools and services and helping them to navigate the waters between music and technology.

[Green House Group](#)

[@greenhousegroup](#)

#### **Internet Week Europe**

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[Internet Week Europe](#) Internet Week began in New York City in 2008. In 2010, it comes to Europe for the first time, with a five-day calendar of web-focused events taking place throughout London (8th-12th November 2010). The idea is to raise the profile of Europe's digital industry, as well as the companies and organisations who participate.

### MidemNet Lab

[MidemNet Lab](#) is the only international pitch platform for the world's most innovative music startups and mobile apps in the digital music space. This year, [MidemNet Lab](#) features three categories. The first one gives particular emphasis to apps developers. The two others are Industry Services (B2B) and Consumer Services (B2C). One winner per category will be selected by a dedicated jury. Deadline to apply is 31st October 2010.

### Music Publishers Association

The [Music Publishers Association](#) exists to safeguard and promote the interests of music publishers and the writers signed to them; represent these interests to government, the music industry, the media and the public, provide publishers with a forum, a collective voice and a wide range of benefits, services and training courses; promote an understanding of the value of music and the importance of copyright; and provide information and guidance to members of the public.

### 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.

### MusicTank

[MusicTank](#) is a pre-eminent, sector-specific business development network for the UK music industry – an independent body owned and operated by University of Westminster, set up to inform and guide the future shape of the music business through engagement with industry, change and innovation. Established in 2003, a href="<http://www.musictank.co.uk>">MusicTank has built an enviable reputation for its

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ongoing and unique programme of think tank debates, events and conferences, a natural progression from which has been the delivery of incisive reports commissioned from key industry figureheads.

Its content-rich website - [www.musictank.co.uk](http://www.musictank.co.uk) - contains a wealth of industry information and resources, together with event transcripts and podcasts, news, reports, research papers and a newsletter archive.

[MusicTank](#) is a keenly sought content and delivery partner for a diverse range of organisations including The Prince's Trust, Youth Music, CIDA, NIMIC, South Birmingham College, In The City, Music Works, Gramophone Awards, The Great Escape, Canadian Music Week, Midem and most recently, Paddington Development Trust's Creative Futures programme.

### Record of the Day

[Record of the Day](#) publish the music industry's essential start to the day. It features all the news of the day and an editorially-chosen future hit in one easy-to-digest email. Subscribe or sign up for a free trial at [www.recordoftheday.com](http://www.recordoftheday.com)