



# MUSIC 4.5

## **Agenda for Music 4.5, 4th March 2010**

### **08.30 Registration**

### **09.00 Welcome and Opening Address**

#### **'4.5 times ROI for Artists and Entrepreneurs - setting the scene'**

Steve Mullins, Brand-e.biz

### **09.05 Opening live interview**

#### **'Back to the Future: what is the music industry?'**

Jemima Kiss, The Guardian interviewing:

Feargal Sharkey, UK Music & Brian Message, Music Managers Forum

### **09.25 Case Studies**

#### **'Music Tech Start-up Focus'**

Nikhil Shah, Mixcloud - 'Music and sociability'

Rob Thomas, RjDj - 'Music has become software'



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## 09.45 Panel Discussion

### "Music is worth nothing - deal with it!"

Examining the Value Chain: business models and mixing and matching revenue streams - where is the money?

Introduction and moderated by **Dan Cryan, Screen Digest**

Panellists:

**Chris Carey, PRS for Music**

**Ben Drury, 7Digital**

**Jeremy Silver, Featured Artists Coalition (FAC)**

**Seth Jackson, Indie Mobile and [PIAS] Entertainment Group**

**Brittney Bean, Green House Group**

## 10.30 Morning coffee break

## 10.50 Case Studies

### 'Monetising the content across platforms'

**DJ Chris Coco and Darshan Sanghrajka, The House London** - 'Remixing music consumption without the need for labels'

**David Kaplan, PureSolo** - 'Getting the basics in place and engaging with big media brands'



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## 11.15 Panel Discussion

### 'Who owns the relationship with the consumer/the fan'

Examining the Relationship Chain: distribution and sales

*Video with drummer Chris Egglestone of the band Enamel on using different platforms to reach, market and sell to fans/consumers*

Introduction by: **Erik Nielsen, Wingnut Music**

Moderated by **Nic Howell, New Media Age**

Panellists:

**James Proud, Giglocator**

**Shamal Ranasinghe, Topspin**

**Susie Moore, BrandRock, previously Head of Brand for O2**

**Eric Nielsen, Wingnut Music**

**Billy Grant, 2Point9**

## 12.05 The Travelling Teen Panel @ Music 4.5

### 'How do youth want to consume music and how can music be marketed and distributed with this in mind?'

Chaired by **Julia Shalet, The Digital Youth Project**

Music tech start-ups pitching their products/services to a panel of six 16-18 year olds

**RjDj / ZOVA / CitySounds.fm / Tuberadio**



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## **12.50 Lunch**

## **13.45 Debate**

**'The communications gap - why are not artists/labels and music tech companies working together more?'**

The two perspectives presented and argued by:

**Marc Bridgen, GigJunkie**

**Helen Sims, Strata Creative Agency**

## **14.05 Case Study**

**'Live Events - the band and fan relationship'**

**Joe Porn, MusicGlue**

**Chris Jenkins, Wittdo**

## **14.25 Panel Discussion**

**'A lot of music services, but where are the music businesses?'**

Investment, funding, equity and exit - 'we cannot keep on investing in the music services without investing in the art'

Introduction by **Grant Murgatroyd, Corporate Financier Magazine**

Moderated by **Mike Butcher, TechCrunch Europe**

Panellists:

**Paul Bedford, Ingenious Media**



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Ian Hogarth, Songkick

Vincent Ricordeau, KissKissBankBank

Glenn Cornett, New Spectrum Foundation

Grant Murgatroyd, Corporate Financier Magazine

## 15.10 Afternoon coffee break

### 15.30 Case Study

#### 'The games industry experience'

Live discussion with **Steve Mullins, Brand-e.biz** and **Anthony Price, Square Enix Europe**, the company behind "Tomb Raider" and "Final Fantasy"

### 15.40 Case Studies

#### 'The independent labels'

Leon Alexander, Hope Music Group

Laura Scott, One Bird Records



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## 16.00 TechCrunch Pitch! @ Music 4.5

- sponsored by UKTI

Presented by **Mike Butcher**, TechCrunch Europe

**BandCentral**

**TuneRights**

**Thounds**

**Decibel**

**Musiconcepts**

**Audiofuel**

**CloseCallMusic**

**DigitClef**

**CloudSpeakers**

**Psonar**

## 17.20 Closing Remarks

'What have we learned?'

**Jemima Kiss**, The Guardian

**Mike Butcher**, TechCrunch Europe

## 17.30 Networking drinks

Post-event networking and drinks at the venue

## 19.00 After Party in collaboration with PRS for Music

