

M Pokora, NRJ Awards/Midem 2011

## **The 46-year Old Midem Reinvents Music**

Written by Patrice Jauffret - Photo credit: Patrice Jauffret

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It's no best-kept secret, the music industry has changed! It started with Napster then iTunes and the music industry suffered a tremendous revolution. Berklee college of Music, the number one music school, said "Rethink Music"!

The world imagined this was the beginning of an era where power was given to listeners and musicians, and this change became the most striking revolution breaking an industry that necessitated adaptability. Numbers from 2010 and 2011 varies but an average of 8000 participants, 4000 companies 450 journalists will be awaited at this conference. 2012 edition awaits tech companies, startups, app developers and global tech players. They will all go to Cannes to find an answer.

There is hope for new business partnerships and exciting opportunities; moreover, Midem 2012 opens up to performing artists with an attractive fee. Reed Midem is now the source of music business and opportunities from all sectors. The 48-years old music market will take place in Cannes from 28 till 31<sup>st</sup> of January, 2012 and is in fact re-thinking the music industry!

<http://www.midem.com/>