



## PROGRAMME

- SUBJECT TO CHANGE -

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**MONDAY 28 JUNE 2021**

### Presentation: Africa's Role in a Global Music Marketplace

*Pre-recorded session in English, subtitled in French*

Africa is poised for tremendous growth in the global music marketplace. With increasing streaming volumes and revenues, all eyes are focused on the continent to see how music grows and exports.

Join MRC Data's Helena Kosinski, VP Global, for an overview of current music trends on the continent and a deeper dive into the Afro-pop genre. Learn more about African top artists, insights into fanship for the Afro-pop genre across the world, and for local artists trying to break out, what are the best paths for success?

Speaker: Helena Kosinski, VP Global, MRC Data (UK)

### Presentation: What's Hot in African Music Right Now?

*In association with MTV-Viacom*

*Pre-recorded session in English, subtitled in French*

Blurb: TO BE ANNOUNCED

Speakers: TO BE ANNOUNCED

### Keynote: The Music Industry in Africa Today & Tomorrow: a Perspective From Warner Music

*Pre-recorded session in English, subtitled in French*

By partnering with leading African players like Chocolate City, Africori or Diamond Platnumz' WCB-Wasafi, Warner Music has built a unique approach to growing its presence in the continent. Join this exclusive keynote session with the executive trio behind this strategy and get unique insight into this how they see the continent's music industry evolve and why African artists are now reaching wider audiences worldwide.

Speakers:

- Temi Adeniji, Managing Director of Warner Music South Africa & SVP, Strategy, Sub-Saharan Africa, Warner Music Group (South Africa)
- Moe Hamzeh, Managing Director, North Africa & Middle East, Warner Music Group (Lebanon)
- Alfonso Perez-Soto, President, Emerging Markets, Warner Music Group (USA)

Moderator: Tatiana Cirisano, Reporter, Billboard (USA)

### Panel: Fostering a Pan-African Music Industry

*Pre-recorded session in English, subtitled in French*

With the current consolidation of regional trade bodies and pan-African players throughout the continent, this panel will seek to define a common vision to build a sustainable African music industry. Hear leading voices from the continent discuss their actions to foster cohesion within the African music ecosystem and collaborations among professionals so as to facilitate skill transfers and regional connections to encouraging exchanges, growth and business opportunities.

Speakers:

- Nothando Migogo, Director, SOSELA (South Africa)
- Angela Ndambuki, Regional Director Sub-Saharan Africa, IFPI (Kenya)
- Michael Ugwu, Board Member, Merlin & CEO, Freeme Digital (Nigeria)
- MORE TO BE ANNOUNCED

Moderator: Eddie Hatitye, Director, Music in Africa Foundation (South Africa)

### **Panel: Why is Africa a good market to enter for music tech startups?**

*Pre-recorded session in English, subtitled in French*

Africa offers strong business opportunities and high growth rates for companies who penetrate the market with a clear understanding of the continent's specific needs as well as the diversity of cultures. The conversation with our experts will unveil areas of innovation's wait for the African market with a special focus on the music industry.

Speakers:

- Juliet Emihuan, Director West Africa, Google (Nigeria)
- Catherine Lückhoff, CEO, 20fifty (South Africa)

Moderator: Marjorie Paillon, Journalist, France 24 (France)

### **Panel: Overview of the Music Tech Ecosystem in Africa**

*Pre-recorded session in English, subtitled in French*

Africa has plenty of resources when it comes to innovation and tech. This panel session will introduce some of the most relevant African tech actors, their programs and how they help African entrepreneurs succeed in their local markets and beyond. The discussion will also cover a quick introduction of the tech ecosystem in select African countries.

Speakers:

- Bez Idakula, Artist & Founder, MusicTechSpace (Nigeria)
- Nekesa Were, Management Consultant, Afrilabs (Kenya)
- Ammin Youssouf, CEO, Afrobytes (France)
- Tarik Mounim, CEO, In One Entertainment (Morocco)
- Andile Masuku, Executive Producer, African Tech Roundup (South Africa)

### **Panel: How a New Generation is Putting Francophone Africa Back in the Map**

*In association with Dakar Music Expo*

*Pre-recorded session in French, subtitled in English*

From Congo to Senegal, Ivory Coast, Benin and others, French-speaking markets of West Africa are booming and a new generation of local artists and music professionals, supported by the diaspora, are shaking things up and bringing its sounds to new international heights. Don't miss this session to discover these exciting markets and their creative hubs, as well as understand the opportunities they bring and the sound they're creating.

Speakers:

- Michèle Beltan, Music Strategy & Digital Marketing Consultant, Anthezic (France)
- Magali Palmira Wora, Manager, Real Black Music (Gabon)
- Salatiel, Artist, Alpha Better Records (Cameroon)

Moderator: Dudu Sarr, Manager, Youssou N'Dour & Founder, Dakar Music Expo (Senegal)

### Panel: Globalisation of Local Genres: The Jerusalema Story

*Presented by TELMA*

*Pre-recorded session in English*

Midem & Telma are thrilled to collaborate on a special session putting the spotlight on the “Jerusalema” phenom and the incredible impact and reach it’s had internationally. Let’s take a deep dive to analyse how a song can break outside of the continent, not only throughout the continent, but globally – looking at digital strategies, international collaborations and social media activations.

This 30min exclusive case study is featuring the key players who were instrumental in this success story both locally and beyond.

Speakers:

- Munyaradzi (Munya) Chanetsa, A&R Manager, Africa, Sony Music Publishing (South Africa)
- Phiona Okumu, Head of Music, Sub-Saharan Africa, Spotify (UAE)
- Patrick Pisal-Hamida, CEO, TELMA GROUP, Telma (Madagascar)
- Nomcebo Zikode, Musician, Emazulwini Productions (South Africa)

Moderator: Juliana Koranteng, Editor-in-chief, MediaTainment Finance (UK)

### Panel: Music meets technology - Hitlab the "Democracy" of Music

*In association with Hitlab*

*Pre-recorded session in English*

An open discussion how AI for music analysis has become the "must-have" for all users & talent in the music arena.

Speakers:

- Marc Adam, CEO, Nixa (Canada)
- Munyaradzi (Munya) Chanetsa, A&R Manager, Africa, Sony Music Publishing (South Africa)
- Julia Kastner, Chief Marketing & Business Development Officer, Hitlab (Canada)
- Sam Onyemelukwe, Managing Director, General Manager(English Speaking) West Africa, Trace (Nigeria)

Moderator:

- Michel Zgarka, President & CEO, Hitlab (Canada)

### Panel: The power of digital: how social media & streaming put African music on the map

*In association with Spotlight Management and 6060 Music Group*

*Pre-recorded session in English, subtitled in French*

Blurb: TO BE ANNOUNCED

Speakers: TO BE ANNOUNCED

### Keynote: Youtube’s Tuma Basa & Artist Manager Thabiso Khati Talk about the African Music Globalisation

*Pre-recorded session in English, subtitled in French*

In this online conversation, Youtube’s Urban Director Tuma Basa and Artist Manager Thabiso Khati will share their vision on the African music globalization phenomenon, giving exclusive insights on keys to success and analysing challenges that can arise on the way to the top of the global game.

Speakers:

- Tuma Basa, Director of Urban Music, YouTube (USA)
- Thabiso Khati, Founder & CEO, EMEXTEE (South Africa)

Moderator: Tatiana Cirisano, Reporter, Billboard (USA)

### **Panel: Artists Voices in Francophone Africa: A'salfo x Fally Ipupa x Youssou N'Dour**

*In association with WAN*

*Pre-recorded session in French, subtitled in English*

With the recent Africa Day organised on May 25th by WAN, artists' voices from the continent are on everyone's mind. In a powerful trio keynote, Midem brings together some of the most influential and respected artists from the Francophone Africa Youssou N'Dour, A'salfo and Fally Ipupa. All representing different generations, different countries and different music genres but united as artists who are very much engaged in the structuring and professionalisation of their music industries, they will share their vision on the role of artists in the continent's music scenes.

Speakers:

- A'salfo (Ivory Coast)
- Fally Ipupa (RDC)
- Youssou N'Dour (Senegal)

Moderator: Amobé Mévégué, Founder, WAN (Cameroon)

### **Panel: Reinventing Monetisation Sources in East Africa**

*Pre-recorded session in English, subtitled in French*

East Africa is booming and markets like Tanzania, Kenya or Uganda need to be on your radar. Following the footsteps of Nigeria's Afrobeats, the region's Bongo Flava genre is breaking frontiers and reaching new international audiences thanks to streaming, social media and the power of the diaspora. In relatively new structured music industries, the region is reinventing ways to monetise music, especially a time when events and live shows are on hold due to Covid-19. Tanzanian superstar Vanessa Mdee will discuss with industry experts Cleopatra Mukula and Wanjiku Koinange will discuss the specificities of the region's music industry its key trends, challenges and opportunities.

Speakers:

- Wanjiku Koinange, Head of Music, Mdundo (Kenya)
- Vanessa Mdee, Artist (Tanzania)
- Cleopatra Mukula, Head of Music Business, East & Anglophone Africa, TRACE TV & Founder, SWAHILI NATION (France)

Moderator: Kam Tambini, Senior Music Editor, OkayAfrica (USA)

### **Panel: Digital Music Consumption in Africa: Challenges, Opportunities & Future Projects**

*Pre-recorded session in English, subtitled in French*

This panel seeks to look deeply into how the African Music industry (particularly in the East and West Africa regions) are being affected by the current pandemic situation. How drastically has the pandemic affected artistes' revenue? What psychological effect does staying at home and not being in transit and performing on big stages have on artists? How has Covid-19 affected music release and distribution and what is the data saying with respect to music streaming habits? Has streaming witnessed a Doom or Boom in this era and what are the expected positive and negative impact post Covid?

Speakers:

- Martha Huro, Managing Director, Boomplay East Africa (Kenya)

- Mobolaji Kareem, A&R West Africa, Empire (Nigeria)
- Stonebwoy, Artist (Ghana)

Moderator: Anyiko Owko, Founder, Anyiko PR (Kenya)

### Panel: Getting into East Africa

*In association with Nyege Nyege Festival*

*Pre-recorded session in English, subtitled in French*

Looking for new opportunities in one of the most exciting music markets in the world right now? East Africa needs to be on your radar and this session will provide you with key insights from leading executives in the region to work with and get into the region: main consumption habits, marketing and PR trends, as well as distribution mechanisms and touring routes.

Speakers:

- Aly Alibhai, CEO, Talent Africa (Uganda)
- Martha Huro, Managing, Director, Boomplay East Africa (Kenya)
- George Gachui, Co-Founder, MOOKH (Kenya)
- Samuel Sangwa, Regional Director for Africa, CISAC (Rwanda)

Moderator: Kevin Rugamba aka K'Ru, DJ, Curator & Founder, Pineapple Undertones (Rwanda)

### Business Accelerator: How to Monetise your Music?

*In association with SmartistU*

*Pre-recorded session in English, subtitled in French (post-event)*

*Live Q&A in English*

While African music and talent are largely raising interest internationally, copyright and legal framework still remain challenges among the stakeholders. With touring largely at a standstill, *de facto* not much revenue from merchandising and the persistence of piracy as the music often circulate on a street level through whatsapp or text messaging apps, the issue of music monetisation is key to build sustainable revenues for creators!

In this session, you will understand the music value chain, learn about your rights and the datas, how to collect all your revenue sources to better negotiate and grow long term income.

The session will be divided in three parts, namely:

- A pre-recorded presentation presented by SmartistU (Jamie New, President), where you will learn about the basics of music monetisation (25min)
- A panel discussion, moderated by Synchtank, featuring key players from the continent, where you will dive deeper into the topic and get a sense of the local realities (30min)
- A Q&A with the panelists where you will be able to ask all your questions (30min)

Speakers:

- David Alexander, SVP New Markets, Downtown Music Holdings (South Africa)
- Solange Cesarovna, President, Cabo Verdean Music Society (Cabo Verde)
- Mike Chapman, Creator Partnerships – EMEA, Patreon (Germany)
- Nosa Dag, Director, Afrobeat Network (UK)
- Jean-Elie Ilunga, Partner Manager, MEA, PRS for Music (UK)
- Abisoye Obayan, Head of Operations, Horus Music (Nigeria)

Moderator: Emma Griffiths, Marketing Manager, Synchtank (UK)

### Business Accelerator: Nigeria, a Growing Market not to be Missed

*Panel – Presented by Horus Music*

*Pre-recorded session in English*

Focusing on Nigerian music, its demand, growth, and significance in global marketplace.

Speakers:

- Adeyemi Adetunji, Head of Operations & commercial partnerships, Audiomack (USA)
- Afrikan Boy, Artist / Author / Composer, YAM Record (UK)
- Fadehan Okpeseyi, Artists & Labels Relations, Gbedu (Nigeria)
- Yuvir Pillay, Music Operations Manager, TikTok Africa (South Africa)
- Ajayi O. Steven, Talent Manager / PR, Zaime Media Entertainment (Nigeria)

Moderator: Abisoye Obayan, Director, Horus Music (Nigeria)

### **Business Accelerator: Distribution & Publishing 'When Worlds Collide'**

*Panel – Presented by Songtrust & FUGA*

*Pre-recorded session in English*

Every song has two parts to it: the recording side and the composition side. Two separate royalty streams, two sides of the same coin. Understanding how they are linked, and the importance of correct data, will ensure that the global royalties you are due from both will reach you, fast.

If you own or represent master and/or publishing rights you can't afford to miss this opportunity to join experts in their fields, Dorothee Imhoff and Mandy Aubry, from industry-leading technology and service companies FUGA and Songtrust for this workshop where they will share their knowledge and discuss their respective processes.

Speakers:

- Dorothee Imhoff, SVP EMEA, FUGA (UK)
- Mandy Aubry, Director of Business Development, EMEA & APAC, Songtrust (Germany)

### **Networking: Make the most out of your catalogue**

*Live session in English*

Looking to maximize your music catalogue visibility and notoriety? Join this networking session to meet international publishers and music supervisors.

Headliners:

- Spek, Founder & President, PopArabia (UEA)
- John Fishlock, Music Publisher, Active Music Publ (South Africa)
- MORE TO BE ANNOUNCED

# TUESDAY 29 JUNE 2021

## Business Accelerator: Why Entourage is Key to your Success?

*In association with Women in Music*

*Pre-recorded session in English, subtitled in French (post-event)*

*Live Q&A in English*

Being an artist is a full-time job! You would then probably prefer to write, compose and play music rather than pitch, chase and negotiate. While being an independent artist is empowering, it doesn't mean you have to do it by yourself. When launching an artist career, you would need to surround yourself with good people to assist you as well as organise a proper long-term strategy

In this session, you will learn how to build a successful team, which are the questions you need to ask yourself in order to secure an efficient network with the less intermediaries possible and organise a strategic plan to forge a solid career.

The session will be divided in three parts, namely:

- A pre-recorded presentation, presented by Women in Music, from Manaileng Maphike, Director of Yateletata Services, where you will learn how to build a successful team (25min)
- A panel discussion, featuring key players from the continent, where you will dive deeper into the topic and get a sense of the local realities (30min)
- A Q&A with the panelists where you will be able to ask all your questions (30min)

Speakers:

- Aibee Abidoye, EVP Music, Chocolate City Music (Nigeria)
- Aly Allibhai, Founder & CEO, Talent Africa Group (Uganda)
- Ninel Musson, CEO, VTH Season (South Africa)
- Agnes Nonsizi, Co- Founder & Lead Publicist, Terazoo New Media (Kenya)
- Temitope Salami, Partner, Whitestone Solicitors & Consultancy (Nigeria)

Moderator: Morgan Kaye, Publishing & Rights Manager / Events committee vice-chair, Paradise Worldwide / WIM SA (South Africa)

## Networking: Touring in Africa

*Live session in English*

Looking to tour in Africa? Join this networking session to meet key bookers, agents and event organizers of the region.

Headliners:

- Tiffany Bender, Afrochella (Ghana)
- Cedric David, Founder, Afropicks (Colombia)
- Derrick Debru, Co-Founder, Nyege Nyege (Uganda)
- Brahim El Mazned, General Director, Visa for Music (Morocco)
- Dudu Sarr, Founder, Dakar Music Expo (Senegal)

# WEDNESDAY 30 JUNE 2021

## Keynote: Globalising Afrobeats & Empowering the Next Generation: a Talk with Mr Eazi

Mr Eazi has brought Afrobeats to new global heights by collaborating with some of the biggest international artists and creating record-breaking hits. Don't miss this exclusive keynote during which he will discuss how he successfully grew his career globally and how his entrepreneurial spirit pushed him to create more and more opportunities for African artists through emPawa, a unique artist-incubator supporting the emergence of a new generation of African talents.

Speaker:

- Mr Eazi, Artist & Founder, emPawa (Nigeria)

Interviewer: Tunde Ogundipe (USA)

## Business Accelerator: How to Promote your Music?

*In association with Fanbase Academy*

*Pre-recorded session in English, subtitled in French (post-event)*

*Live Q&A in English*

In today's globalised music economy, visibility, image and marketability are key for artists to cut through the noise. While music listeners have evolved into music consumers, it is vital to understand these new consumption habits to create dedicated content and deliver the right message to a growing fanbase. In this session, you will understand the importance of crafting a storytelling and learn about the different digital marketing strategies to stand out of the crowd and access global fame!

The session will be divided in three parts, namely:

- A pre-recorded presentation presented by Fanbase Academy (Tobias Rauscher, Founder & CEO), where you will learn about the basics of music promotion (25min)
- A panel discussion, featuring key players from the continent, where you will dive deeper into the topic and get a sense of the local realities (30min)
- A Q&A with the panelists where you will be able to ask all your questions (30min)

Speakers:

- Shekhinah Donnell, Artist / Author / Composer (South Africa)
- Yuvir Pillay, Music Operations Manager, Africa, TikTok (Singapore)
- Steve Osagie, Music Business Consultant/Digital Marketing Strategist/Social media Expert/Speaker/Coach (Nigeria)
- Rosemary Owoko, Music & Entertainment Publicist, Anyiko Public Relations (Kenya)

Moderator: Kam Tambini, Senior Editor, OkayAfrica (USA)

## Business Accelerator: Spotify Masterclass

*In association with Spotify*

*Live session in English*

Spotify will present a look at how it's evolving - from new formats and playlists to tools artists and their teams can use to understand and engage their fans. Whether you're an artist, manager, songwriter or label, come learn about strategies for growing your fanbase.

Speaker: Monica Kemoli-Savanne, Artist & Label Partnerships Manager, East Africa, Spotify (Kenya)

## Networking: Market your music

*Live session in English*

Looking to make some noise and let everyone know you? Join this networking session to meet streaming companies, A&Rs, managers and PR professionals.

Headliners:

- Tshiamo Letswene, COO, The T Effect (South Africa)
- Adesope Olajide, Broadcaster, Emily rose PR (UK)
- Camille Storm, Founder, Camille & Co (Kenya)
- MORE TO BE ANNOUNCED

# THURSDAY 1 JULY 2021

## Artist Talk: The Global Rise of Amapiano: a Talk with Focalistic

Amapiano is the hottest genre out of South Africa right now and Focalistic is one of its brightest stars. Join him for an exclusive talk to get unique insight on his creative and business vision, as well as his insight on how Amapiano is becoming a truly global sound, reaching new audiences thanks to powerful international collaborations.

Speaker: Focalistic, Artist (South Africa)

Interviewer: TO BE ANNOUNCED

## Business Accelerator: How to Leverage Business Opportunities?

*In association with Bridges for Music*

*Pre-recorded session in English, subtitled in French (post-event)*

*Live Q&A in English*

As a musical artist launching a career you are already a brand whether you like it or not! So how to define it properly and use your strengths to leverage business opportunities?

In this session, you will learn the basics of identity and identifying with your audience. How to define your brand as an artist? What is important to take into account when partnering with a brand? How to find new ways of monetisation through collaborations, brand partnerships, sync and merchandising.

The session will be divided in three parts, namely:

- A pre-recorded presentation presented by Bridges for Music (Valentino Barrioseta), where you will learn how this non-profit organisation is working with both brands and artists to develop meaningful social impact projects in South Africa (25min)
- A panel discussion, featuring key players from the continent, where you will dive deeper into the topic and get a sense of the local realities (30min)
- A Q&A with the panelists where you will be able to ask all your questions (30min)

Speakers:

- Shaun Duvet, Founder, The Unit Group (South Africa)
- Thabiso Khati, Founder & CEO, EMEXTEE (South Africa)
- Tochi Louis, New Business, Mavin Records (Nigeria)
- TRESOR Riziki, Artist (Congo)
- Jarrad Treger, A&R/Artist Management/Strategist & MD, Jetblack Agency (South Africa)

Moderator: Motolani Alake, Editor, Pulse (Nigeria)

## Business Accelerator: How do you get your music used in television, film and advertising?

*Panel – Presented by Sheer Publishing & CD Baby*

*Pre-recorded session in English*

The panel will present a few opportunities for how African artists and songwriters can present their music for pan-African and global synchronization opportunities. The topics covered will be a) VIP Synch licensing presented by Sheer Publishing, b) Production Music Licensing presented by Skumba Music Library and c) pre-cleared usage via your distributor presented by CD Baby

Speakers:

- Luyanda Mbele, Creative Administrator, Sheer Publishing Africa (South Africa)
- Sakhele Mzalaza, Market Business Developer, CD Baby (South Africa)
- Mandrew Mnguni, Director/ Head of group of Libraries, Skumba Production Music (South Africa)

Moderator: David Alexander, SVP New Markets, Downtown Music Holdings (South Africa)

**Networking: Meet the artist and label services**

*Live Q&A in English*

Looking to find the best music services for your business or music project? Join this networking session to discover marketing and streaming services, rights management and distribution solutions.

Headliners: TO BE ANNOUNCED