

MUSIC CONNECTED 09:

AIM REVEAL STELLAR LINE-UP OF DIGITAL EXPERTS AND INNOVATORS

Tuesday 21st April 2009, Glaziers Hall, London SE1

- **Panel Line-Up Confirmed Inc. David Courtier-Dutton** (CEO, slicethepie), **Gary Clay** (Marketing Manager EMEA, Xbox 360), **Charles Caldas** (CEO, Merlin), **Ted Cohen** (Managing Partner, TAG Strategic), **Tim Grimsditch** (Nokia Music) and **Steve Purdham** (CEO, We7)
- **More delegates on board including Amazon, Napster, Shazam, Spotify, state51 and Xpressbeats**

AIM has revealed panelists for Music Connected 09: the UK's premier digital music trade fair. Now in its seventh year, this hugely popular event will play host to a number of high-profile discussion panels including ***Making Money from Digital, Ad-funded Models – One Year On*** and ***What's New Pussycat?***, a session featuring the latest digital music services and innovators.

Panelists include **Charles Caldas** (Merlin), **Ted Cohen** (TAG Strategic), **Zac Vibert** (Hospital Records), **Goran Andersson** (Catch media), **Gary Clay** (Xbox 360), **David Courtier-Dutton** (slicethepie), **Ged Day** (peoplesmusicstore), **Philip James** (Lewis Silkin), **Steve Purdham** (We7), **Martin Hewett** (Sony Computer Entertainment Europe), **Tim Grimsditch** (Nokia Music) and **Jez Bell** (PRS for Music), with many more still to be confirmed.

Music Connected 09 will also feature a digital marketing campaign case-study presentation from a top independent music marketer, as well as ***The Good, The Bad and The Ugly: Digital Music Business Models***, a presentation from **Paul Brindley** (Music Ally) and ***Utilising Latest Trends and Technology: Twitter and iPhone Apps***, a presentation from Sound Cloud's **Dave Haynes**.

A unique one-day event, Music Connected focuses on independent music companies operating in the digital marketplace, offering a tightly-targeted day of networking, deal-making and practical digital business advice. Designed to give attendees the full dose of both the advice and exposure necessary for success in the online marketplace, the event will be divided into two main spaces:

- The **Conference Zone**: A day-long series of panel discussions and presentations from some of the UK's most prominent digital music experts and innovators.
- The **Digital Marketplace**: Featuring 16 stands hosted by digital companies including All Dig Down, Friend MTS, Juno Download, Sony Computer Entertainment Europe, Slicethepie, TAG Strategic, Web Sheriff and others.

At lunch, a third room will offer attendees a bar-serviced networking space directly overlooking the River Thames. A free lunch will be provided for all delegates, plus complimentary tea and coffee will be served during registration at the start of the day.

The event is delivered under the banner of **London Connected**, the Association of Independent Music's digital music network for London. This groundbreaking programme is assisting London's music businesses as they face the opportunities and challenges of the digital music environment, supported by £650,000 of funding from the London Development Agency (the LDA).



Over 50 labels have already booked, including: Snapper, Cherry Red, Beggars/XL Recordings, One Little Indian, Media Records, Hospital Records, Cooking Vinyl, Dune Music, CR2 Records, !K7, Brownswood Recordings, Independiente and Union Square.

Digital companies attending so far include: 7 Digital, Absolute Marketing and Distribution, All Dig Down, Amazon, AWAL, Catch Media, Consolidated Independent, DA Recordings, eMusic, Finetunes, Friend MTS, IMD Fastrax, IODA, iTunes, Juno Download, Kudos, London Connected, Masterpiece Media, Merlin, Mix Cloud, Music Ally, MusicPin, Muze Europe, Muzu.tv, Napster, Nielsen SoundScan International, Nokia Music, peoplesmusicstore, PPL, PRS for Music, Rightscom, Shazam, Slicethepie, Sound Cloud, Spotify, state51, TAG Strategic, VidZone Digital Media, We7, Web Sheriff, Xbox 360, Xpressbeats, Zebrulation.

Last year's event drew over 300 delegates from over 100 UK labels and over 70 digital companies.

Event Details

Date: Tuesday 21st April 2009
Time: 10:00 – 17:00
Venue: Glaziers Hall
Location: 9 Montague Close, London Bridge, SE1 9DD
Nearest tube/rail is London Bridge (Northern Line, Jubilee Line)
Price: £100 (inc. VAT and lunch), £25 (inc. VAT and lunch) AIM members/Friends. Discounts for members of affiliate organisations.

Book via the AIM website here: <http://www.musicindie.com/242.asp?sub=Events>

Contact Lara Baker - lara@musicindie.com regarding exhibiting at this event.

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About AIM

AIM is a not-for-profit trade body established in 1999 to represent the UK independent music industry. Now in its 10th year, AIM acts for over 90% of the independent market, with over 800 members from small start-ups to the largest and most respected independents in the world. AIM promotes this exciting and diverse sector globally, leveraging the sector's power as a fifth major to enable its members to grow, grasp new opportunities and break into new markets.

AIM oversees an independent sector whose artists have claimed four Mercury Music Prizes in a row (2003 – 2006) and earned two thirds of all nominations between 2005 and 2008. Artists signed to UK Independents also scooped a quarter of all available prizes at the 2008 Brit Awards, with an independent-signed act grabbing "Best British Group" for the fourth year running. This confirms the sector's undoubted lead in A&R.

The independent sector regularly accounts for 30% of all UK artist album awards (silver, gold, platinum/multi-platinum). In 2008, independent albums made up over half of the fifty "best albums of the year" according to the UK music press, and independents claimed five of the top ten releases.

Artists signed to AIM member labels include: Adele, Amadou & Miriam, Arctic Monkeys, Basement Jaxx, Battles, Bjork, Bloc Party, Bon Iver, Coldcut, Enter Shikari, Franz Ferdinand, Infadels, Jack Penate, Jarvis Cocker, Jay Sean, Jose Gonzalez, Justice, Katie Melua, M.I.A., Maximo Park, Mr. Scruff, Nitin Sawhney, Radiohead, Reverend And The Makers, Rogrigo Y Gabriela, Roots Manuva, Royksopp, Seasick Steve, Sufjan Stevens, Super Furry Animals, The Cribs, The Futureheads, The Prodigy, The Raconteurs, The Strokes, The White Stripes, Vampire Weekend and thousands of others.

www.musicindie.com



About The LDA

The London Development Agency (LDA) works to improve the quality of life for all Londoners and drive sustainable economic growth.

It aims to improve the quality of life for all Londoners by driving sustainable economic growth and keeping the capital competitive.

Its role is to bring together the right people, skills and resources to deliver real results in the long term, responding to the needs and ambitions of communities and businesses.

The LDA invests more than £400 million a year to create jobs and develop healthy, sustainable communities. It also supports London as a financial, educational and research centre. It tackles the barriers to employment for certain groups, encourages business and cultural activities and improves infrastructure and the environment.

The LDA takes on major projects and difficult issues and is constantly looking for fresh ways of doing things and better ways of achieving sustainable growth.

In this way the LDA ensures all Londoners can gain from and contribute to London's economic success.

www.lda.gov.uk

