

EUROPE'S BIGGEST SHOWCASE FESTIVAL & MUSIC INDUSTRY CONVENTION

THE GREAT ESCAPE

CONVENTION *PROGRAMME*

BRIGHTON, UK
8TH-10TH MAY 2014

#TGE14



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Music
Finland



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THE NEW GREAT ESCAPE FESTIVAL HUB
AT



ZEO


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The Festival Hub, Old Steine Pleasure Gardens, Brighton, East Sussex, BN1 1GY



Welcome one and all to The Great Escape 2014.

We are really pleased to welcome artists and delegates from every corner of the world to The Great Escape 2014, our ninth edition. 3000+ music business professionals from all over the

globe are amassing in Brighton for three days of great music, networking, insights and debate. And it all starts here.

This year's lead international focus is on the Finnish market, and we are especially pleased to welcome nine artists in partnership with Music Finland. Also look out for opportunities to hear from and network with Finnish delegates within the convention. Thanks are due to all the partners and supporters that make The Great Escape happen. Arts Council England has once again enabled some particularly exciting elements of both our festival and convention programmes which we hope you will all get to enjoy. And the continued support of UK Trade & Investment plays a big part in ensuring our convention sessions and networking events have a truly international flavour.

The team at CMU Insights have put together another strong convention programme for us, with input and support from *PRS for Music*, PPL, the Music Publishers Association, Made In Brighton, the PRS for Music Foundation, Generator, RBMA, the Musicians' Union, the BPI, ACUMEN MEDIA LAW, the Music Managers Forum and War Child all ensuring a great line up of topics and speakers.

The festival programme, our biggest yet, is really exciting too, packed with over 400 great new acts for you to choose from, experience, and maybe do business with in the near future. Special thanks to all our fantastic stage partners and showcase hosts for helping us make our festival such a major event.

We hope you have an entertaining and productive Great Escape, and look forward to seeing you around the Brighton Dome complex by day, in the delegate bars at the Queens and myhotel Brighton by night, and at the YMCAs on Saturday afternoon (more on page 25). And then, in twelve months time, at The Great Escape 2015 for our big tenth birthday party.

Martin Elbourne co-Founder/Creative Director | **Kat Morris** Festival Director

THE GREAT ESCAPE

Festival Director: Kat Morris | **Creative Director:** Martin Elbourne | **CEO:** Rory Bett | **COO:** Kirsty McShannon

Great Escape Team: Chris Cooke, Kevin Moore, Lisa Norman, Carolyn Bates, Adam Ryan, Prue Whitton, Sarah Williams, Claudia Castellanos, Ricardo Pereira, Helen Kimmerling, Jon Crawley, Tim Benson, Cary Caldwell, Charni Silk, Rebecca Hallifax, Sam Taylor, Kasia Beszterda, Amon Brown, Maria Arndt, Samantha Colwell, Will Tyler, Lauren Richardson, Hayley Barrett, Josh Butterworth, Sam Hawkins, Suraj Katelia, Chris Bradshaw, Vladislav Zhigulsky, Chris Knowles, Gary Ezard, Giles Cooper, Nicola Lamb, Clare Lusher, Sarah Martin, Debbie Ward, Becky Tudor Williams, Michaela Scotting, Amy Morrice, Kate Devlin, Katie O'Mahony, Joanna Simmonds, Becky Stevens, Annie Chebib, Rachel Hill, Dave Barr, Dave McCalmont, Ivor Wilkins, Mark Allen, Michael Wilkins, Sophie Harris, Eloise Markwell-Butler, Natalie Gardiner, Simon Eaton, Brett Pracownik, Emma Milzani, Mark Bounds, Suzi Ireland, Caro Moses, Andy Malt, Aly Barchi, Ed Stone, Maria Hayden, Patrick Marsden, Josh Oliver, Mandy Bardouille, Joe Nichols, Rosy Witchalls, and all our venues, venue reps, staff, crew and our wonderful volunteers... we couldn't do it without you.

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The number 1 Brighton music promoter!



BEAR'S DEN
Monday 12th May
Concorde 2



PURE LOVE
Tuesday 13th May
Green Door Store



THE WONDER YEARS
Thursday 15th May
The Haunt



CHARLIE SIMPSON
Saturday 17th May
Concorde 2



GEORGE EZRA
Tuesday 17th June
Concorde 2



BRIAN JONESTOWN MASSACRE
Saturday 28th June
Concorde 2



ANDREW W.K.
Sunday 20th July
The Haunt



MACHINE HEAD
Monday 4th August
Concorde 2



THE WEDDING PRESENT
Sat 23rd & Sun 24th August
Concorde 2



DRAGONFORCE
Tuesday 30th September
The Haunt



VANCE JOY
Tuesday 30th September
Concorde 2

We promote gigs in Brighton ranging from 100 - 4500 capacity.

A huge list of previous guests including The Maccabees, Adele, Ben Howard, Frank Turner, The xx, Ellie Goulding and so many more!

We also do event management, planning & production for events including The Great Escape as well as providing local marketing services for national promoters.

The **LOUT APP** includes
gig tickets, stage times,
directions and much more



available from the app store

NAVIGATING THE CONVENTION



To help you plan your Great Escape, Convention Programmer Chris Cooke guides you through the different elements of this year's programme.

We are very excited to present a new look Great Escape convention programme this year, with **six half-day insight strands** at the heart of the proceedings making everything much easier to navigate, and enabling us to dig deeper into the core music business issues of 2014. You will also find more original research, one-on-one interviews and editorial-driven sessions.

Two of the insight strands – **Building A Fan Business** and **New Product Strategies** – will explore the real potential of direct-to-fan, the building of fan-centric businesses around our artists that better service core fanbase. This will include focuses on fanbase segmentation, how to use content and data to facilitate the fan journey, and how the label fits into all this. Plus there will be a plethora of great ideas for new products you can create with your artists.

Our other strands will provide a concise overview of **music rights** and **the digital market** in 2014, tackle challenges and opportunities in **the festival domain**, and discuss what the music industry could and should be doing in response to **the Blurred Lines controversy** that has caused so much debate over the last twelve months. Each strand has its own page in this programme, details on the right.

Alongside our insight strands you will find all the other elements of The Great Escape convention, as follows...

CONVERSATIONS

Look out for **plenty of informal debate** in our conversations programme this year, with topics for discussion including music education, exporting UK acts, talent-scouting in emerging markets, charity partnerships, and the Momentum Music Fund which launched at TGE 2013, plus hear from veterans of artist management and pirate radio, and some of our favourite artists and songwriters. Check the line up on p24.

NETWORKING

This year's networking programme is the biggest yet, with **sector and market specific sessions** to choose from. Check page 9 for all the details.

PARTIES

Numerous delegate parties and mixers will offer additional opportunities for networking across the three days of TGE, with each event hosted by a different industry partner. Check the schedule on p9.

SHOWCASES

With **400+ bands** performing across the The Great Escape, delegates will be able to navigate the programme via our industry partnered showcase events, each of which will present a selection of this year's performing TGE acts typically linked by region or theme. Listings for this year's showcases are included throughout this programme: Thursday on page 12, Friday on page 15 and Saturday on page 23.

EDUCATIONAL EVENTS

On Friday, **BIMM** will host an afternoon session for music students and delegates at The Old Ship. Then on Saturday we present TGE:DIY, a special day of panels and presentations for the grass roots music community in association with **Arts Council England** and **PRS for Music**, open to both delegates and DIY ticket holders.

BLUEPRINT

New for 2014, Blueprint is a one-day conference for people building and executing creative products or ideas in and around technology. Check p29 for info.

As you can see it's a packed programme this year. I hope you all have a Great Escape.

Chris Cooke Convention Programmer

INSIGHT STRANDS



BUILDING A FAN BUSINESS
Thu p11



MAXIMISING MUSIC RIGHTS
Thu p12



NEW PRODUCT STRATEGIES
Fri p15



THE FESTIVAL BUSINESS
Fri p18



GLOBAL DIGITAL MARKETS
Fri p21



BLURRED LINES
Sat p23



GERMAN HAUS

GERMANY AT THE GREAT ESCAPE

WUNDERBAR – GERMAN MUSIC ÜBERALL

»hosted by Vic Galloway, BBC Scotland«

Thursday, May 8th

12.30pm–01pm **Ballet School** (GER / Berlin)

01.30pm–02pm **Vimes** (GER / Cologne)

02.30pm–03pm **Claire** (GER / Munich)

03.30pm–04pm **Still Parade** (GER / Berlin)



INITIATIVE
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FOR ALL
DELEGATES

BERLIN MUSIC WEEK SHOWCASE

Friday, May 9th

12.30pm–01pm **Sea Change** (NO)

01.30pm–02pm **Mirel Wagner** (FIN)

02.30pm–03pm **Mighty Oaks** (GER / Berlin)

03.30pm–04pm **Ballet School** (GER / Berlin)



Green Door Store, 7 Trafalgar Arches, May 8–9, 12–4pm

WUNDERBAR-SHOWCASE SUPPORTED BY:

BERLIN MUSIC WEEK SHOWCASE SUPPORTED BY:



Federal Government Commissioner
for Culture and the Media



EUROPÄISCHE UNION
Europäischer Fonds für
regionale Entwicklung
Investition in Ihre Zukunft



The Great Escape Convention benefits from the support and input of a number of leading industry partners, who ensure our programme informs and inspires, and helps move forward the ever-evolving new music business.

The convention programme is put together by the team at **CMU Insights**, who present six half-day insight strands this year, as well as curating our networking and conversation programmes. CMU monitors trends

and developments in the global music business on a daily basis, while the Insights team provide analysis and training to many of the UK's leading music companies, and they bring that knowledge and expertise to The Great Escape's convention content.

Also supporting and inputting on our core strands this year are **PRS for Music**, **PPL**, the **Music Publishers Association**, **ACUMEN MEDIA LAW** and the **BPI**, while **Made In Brighton**, the **PRS for Music Foundation**, **Generator**, the **Musicians' Union**, the **Music Managers Forum** and **War Child** are all presenting conversations.

ARTS COUNCIL ENGLAND



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

The Great Escape is supported by public funding from the

National Lottery through Arts Council England. Having launched the Arts Council's Momentum Music Fund at TGE 2013, CEO Alan Davey returns this year to take part in a conversation about the first year of the innovative funding programme. Meanwhile Arts Council England support enables the TGE:DIY programme on the Saturday of our convention, educating and inspiring music and music business talent of the future, and ensures we are able to once again expand the range of artists playing within the festival.

RED BULL MUSIC ACADEMY



Already a supporter of The Great Escape festival, the Red Bull Music Academy makes its convention

debut this year, giving delegates an insight into its world-touring series of music workshops and festivals that showcase those who make a difference in today's musical landscape.

UK TRADE & INVESTMENT



**UK Trade
& Investment**

UK Trade & Investment is another important partner whose support enables us to invite leading agents, bookers, promoters, music supervisors

and label bosses from across the world to take part in our convention programme and international networking sessions (see p9). These delegates are here to make connections, discover talent and do deals, and can potentially offer you exciting opportunities overseas.

MADE IN BRIGHTON



Brighton is home to a vibrant music community and some key players from it share insights and opinions in our convention under the Made in Brighton banner.

This year Made in Brighton is linking up with SoundCity – the city's music education hub – to talk about what benefits music education providers and the music industry can both get from working more closely together. Made in Brighton is supported by Brighton & Hove city council, please contact economic.development@brighton-hove.gov.uk with any enquiries.

MUSIC FINLAND AT THE GREAT ESCAPE



Since The Great Escape launched in 2006, each year we have placed a particular emphasis on one country whose music scene we feel needs to be particularly celebrated, a country where the musical output and business infrastructure really excite us and which is in a prime position to be exported to the UK and the international markets represented at The Great Escape. This year our lead international focus is Finland.

Teaming up with Music Finland we are delighted to be able to bring nine of the most exciting Finnish artists to Brighton this May: Jaakko Eino Kalevi, Mirel Wagner, NEØV, The New Tigers, Satellite Stories, The Scenes, Sin Cos Tan, Suvi and Von Hertzen Brothers. These acts will be playing shows throughout the festival with a dedicated Finnish showcase taking place between 12pm-4pm on Saturday at the Dome Studio Theatre.

Meanwhile within the convention you will be able to hear from various representatives of the Finnish music industry, including in the Global Digital Markets insights strand and at Heroes & Villains. There is also a dedicated Finnish Industry Networking session from 4-5pm on Friday 9 May, followed by a Music Finland and Flow Festival hosted party in the Dome Bar Foyer. Check page 9 for more information on how to take part.

SOUNDS AUSTRALIA

AT THE GREAT ESCAPE 2014

CALLING ALL CARS

COURTNEY BARNETT

DUNE RATS

GINGER AND THE GHOST

HERMITUDE

JEREMY NEALE

KATE MILLER-HEIDKE

LUKE HOWARD

MONEY FOR ROPE

SCRAPS

SEEKAE

SHEPPARD

STICKY FINGERS

STONEFIELD

THE CREASES

THE DELTA RIGGS

THE JOHN STEEL SINGERS

THE TROUBLE WITH TEMPLETON

THIEF

TIGERTOWN

**SOUND
GALLERY**

THURSDAY 8TH MAY
12:00PM – 4:00PM
KOMEDIA
44-47 GARDNER STREET

**THE AUSSIE
BBQ**

SATURDAY 10TH MAY
12:00PM – 4:00PM
CONCORDE2
MADEIRA SHELTER HALL, MADEIRA DR

Discover the Australians at The Great Escape
Download the **SOUNDS AUSTRALIA** app for iPhone and Android now.
Available free on the App Store and Google Play



NETWORKING & PARTIES



The networking programme at this year's Great Escape is the biggest yet, with more opportunities to meet, talk and do business with fellow music business professionals from across the world.

There are a number of elements to the networking programme this year:

SECTOR SESSIONS provide the opportunity to meet reps from the specific sectors that interest you. The first hours of these sessions are for pre-booked delegates only, but everyone is welcome for the second hour.

Label Services (Dome Studio Bar, Thu 12.30, open to all 13.30)
Marketing & PR (Dome Studio Bar, Thu, 15.00, open to all 16.00)
Sync (Dome Studio Bar, Fri 10.30 open to all 11.30)
Professional Services (Mezzanine, Fri 11.00, open to all 12.00)
Bookers (Dome Studio Bar, Fri 14.30, open to all 15.30)

REGIONAL SESSIONS provide the opportunity to meet a delegation from a specific country. These sessions are pre-booked, but check with the Networking Reception on the Dome Mezzanine for last-minute spots.

Meet The Polish (Brighton Wheel, Thu 14.00-16.00)
Meet The Dutch (Dome Mezzanine, Thu 16.00-17.00)
Meet The Canadians (myhotel Merkaba, Fri 10.30-12.00)
Meet The Finnish (Dome Mezzanine, Fri 16.00)

INTERNATIONAL NETWORKING is presented by UK Trade & Investment and provides the opportunity for British delegates to have focused meetings with agents, bookers, labels and music supervisors from across the world. These take place from 13.45 to 15.45 on the Dome Mezzanine on Thursday and Friday. These sessions are pre-booked, but check with the Networking Reception on the Dome Mezzanine for last-minute spots.

PITCH PARTIES are informal sessions in one of our delegate bars, where a series of people will provide an elevator pitch about their company and services, followed by informal networking. These are listed in the party planner on the right.

OPEN MEETINGS & ONE TO ONE SESSIONS provide the opportunity to meet specific industry partners.

PPL One To One Session (Dome Foyer Bar, Friday 10.00-13.00)
MMF Open Meeting (Al Duomo, Friday 13.00-15.00)
Audio Network - Meet The Music Team (Dome Foyer Bar, Friday 13.30-15.30)

JOIN US AT ONE OF THIS YEAR'S DELEGATE PARTIES AT THE GREAT ESCAPE...

Wednesday 17.00-19.00
Made In Brighton Welcome Party
Brighton Spiegelent, The Festival Hub



Thursday 12.45-13.45
The PPL Brighton Rocks Party
myhotel Merkaba



Thursday 17.00-18.00
The Orchard Happy Hour
Dome Foyer Bar



Thursday 17.30-19.00
Digital Pitch Party: Start Ups
Dome Studio Bar

Friday 12.00-17.00
IC Music Showcase & Party
Queens Hotel



Friday 12.45-14.00
French Music Office Party
Dome Studio Bar



Friday 16.00-17.00
Audio Network Drinks
myhotel Merkaba



Friday 17.00-18.00
Flow Festival x Music
Finland Mingle *Dome Foyer Bar*



Friday 17.30-19.00
Digital Pitch Party: The DSPs
Dome Studio Bar

Friday 18.00-19.00
Musicians' Union & British
Underground Networking
Reception *Queens Hotel*



Friday 18.30-19.30
BIMM Networking Drinks
Heineken® Green Room



Saturday 15.30-17.00
Yearly Music Convention Awards
Al Duomo (separate ticket required)



Saturday 17.00-18.00
SESAC Party: Live Music, Food & Drinks *Dome Foyer Bar*



Saturday 17.30-19.00
Live Industry Pitch Party
Dome Studio Bar



CIMA presents

CANADIAN BLAST

at THE GREAT
ESCAPE 2014

CANADA HOUSE

at The Blind Tiger Club
52-54 Grand Parade, Brighton

**THURSDAY
8 MAY**

ONTARIO SHOWCASE
presented by
MusicOntario

Alvvays 12:00pm
Doomsquad 12:45pm
HSY 1:30pm
Hannah Georgas 2:15pm
Grand Analog 3:00pm
PS I Love You 3:45pm

**FRIDAY
9 MAY**

NOVA SCOTIA MUSIC
WEEK PRESENTS

Gianna Lauren 1:00pm
Glory Glory 1:45pm
Jenn Grant 2:30pm

**SATURDAY
10 MAY**

BREAKOUT WEST BBQ
presented by ALBERTA
MUSIC, MANITOBA
MUSIC and SASKMUSIC

Crooked Brothers 11:30am
Andy Shauf 12:15pm
Boreal Sons 1:00pm
Powder Blue 1:45pm
The Wet Secrets 2:30pm
Mise En Scene 3:15pm
Rah Rah 4:00pm

canadianblast.com | [@canadianblast](https://twitter.com/canadianblast) | facebook.com/canadianblast | cimamusic.ca

Canadian Blast is an initiative of the Canadian Independent Music Association (CIMA)



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Music Association

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CANADIAN MUSIC INDUSTRY DEVELOPMENT
CORPORATION

Canada

BUILDING A FAN BUSINESS

DUKES@KOMEDIA 1, THURSDAY 10.30-15.45

Look to the future of the fan-centric music business as we discuss and dissect pioneering approaches to engaging and activating audiences to drive transactions and revenue in this half-day strand.



10.30-11.00 Where We're At

Preceding the Building A Fan Business insights strand, **Chris Cooke** from CMU Insights will run through the ten biggest music business stories and ten most interesting stats from the last twelve months.

11.00-12.00 Understanding The Fan

In a music business that is becoming ever more fan-centric, what do we know about music fans and their journey from discovery to devotion? **Sam Taylor** from CMU Insights considers the psychology of fandom and the segmentation of fanbase, and suggests new strategies for building a fan business.



with additional insights from retail psychologist **Kate Nightingale**, theAudience's **Adam Biddle**, Absolute Marketing & Distribution's **Adam Cardew**, rGenerator's **Kevin Kiernan** and Coldplay's web ambassador **Debs Wild**.

12.00-13.00 Engaging The Fan

The fan-centric approach requires new music marketing strategies, focused on engagement rather than release dates. Leading marketing and PR experts discuss specific artist campaigns they have devised and delivered that employed original content, online activity and strategic partnerships in an integrated way to grab, activate and engage consumers, and facilitate that fan journey. Find out how they did it and what they learned.



with **Sinead Mills** from Bleached discussing the Lianne La Havas campaign, **Phil Kemish** from Disrupt discussing the Ghetts campaign, **Alison Lamb** from SO Recordings discussing the Morning Parade campaign, and **James Bevan** from Rising Digital and **Grant Heinrich** from Agency X Management discussing the best approaches for content-centric campaigns in the worlds of EDM and electronica.

For more information about this strand go to:
greatestescapefestival.com/fanbusiness

13.45-14.30 Dealing With Data Overload

Sam Taylor from CMU Insights provides a speedy review of the analytics now available to artists and their business partners, offering a guide to which metrics matter. Then hear from the experts on how exactly different elements of fan data can be used to inform the business, from fan engagement strategy to product development.



with insights from data scientist **Sven Over**, big data and consumer insight consultant **Chris Carey**, plus Shazam's **Will Mills** and **Jonathan Davies**. Moderated by Prospect Magazine's Digital Editor **Serena Kutchinsky**.

14.30-15.10 Building Your Fan Business



Jessie Scoullar from Wicksteed Works provides an overview of the different direct-to-fan tools and platforms currently available, considering the pros and cons of each. But once the technologies are in place, who runs the fan business day-to-day, leading on fan engagement, data crunching, product development and customer communications? CMU's **Sam Taylor** considers the role record companies have to play in this, and how fan business alliances between artists and labels might work.

15.10-15.45 The Future Of Direct To Fan

Artists and labels seem set to collaborate on fan businesses in the future, but how will those business partnerships be structured, and what does it mean for the evolution of the '360 degree deal'? Managers, lawyers and labels consider the future.



with **Cliff Fluet** from Lewis Silkin LLP, **Fred Bolza** from Sony Music and **Erik Nielsen** from Wingnut Music and Cornerstone.

MAXIMISING MUSIC RIGHTS

SUPPORTED BY PPL & PRS FOR MUSIC
THE OLD COURTROOM, THURSDAY 14.00-17.00

A fact-packed half-day strand to bring you up to speed on all the developments and debates surrounding music rights, plus tips on controlling the distribution of your content and on getting all the royalties you are due.



14.00-14.50 Everything You Need To Know About Music Rights In 2014



CMU Business Editor **Chris Cooke** will crunch a tower of contracts, sales reports, blanket licences and statutory instruments to run you through all the key developments in music rights in the last twelve months in just 45 minutes. No previous copyright climbing experience necessary.

Plus hear from **Anthony Healey** of APRA AMCOS, about the One Music project in New Zealand.

14.50-15.20 How Artists Can Earn More Cash From Copyright: Neighbouring Rights



Find out more about the fastest growing revenue stream in the record

industry, and how featured artists, session musicians and producers are due an automatic share of that money both in the UK and globally via reciprocal agreements with international 'collection management organisations'.

with **Peter Leatham** CEO at PPL, **Ann Tausis** Managing Director at Kobalt Neighbouring Rights and **Crispin Hunt** Co-CEO of the Featured Artists Coalition.

For more information about this strand go to:
gatescapefestival.com/musicrights

15.40-16.20 How Rights Owners Can Stop The File-sharers: Anti-piracy Tools

Learn about anti-piracy processes and platforms from the people who provide them, and the labels who employ them. What options are available, and does it really work? We interview the experts and rights owners who have made protecting rights online part of their working day.



with **John Hodge** Head Of Internet Investigation at the BPI and **Gee Davy** Business Affairs Manager at Cooking Vinyl; plus **Andy Chatterley** co-Founder and Director at Muso and **Lesley Bleakley** Director of Catalogue & Archive at Beggars Group.

16.20-17.00 Our Man In Westminster: Mike Weatherley MP



MP for Hove and David Cameron's IP Advisor discusses the UK government's current thinking on copyright law, and the ongoing fight against online piracy.

What measures is it realistic for the industry to expect Westminster and Whitehall to introduce to help them enforce their rights, and what should the industry be doing in 2014 to ensure that support? Join the debate.



THURSDAY SHOWCASES

Ontario Showcase presented by Music Ontario
Blind Tiger, showcase from 12.00

Sound Gallery: A Curated Selection Of Australia's Finest Contemporary Music Komedia, from 12.00

Bass Culture Clash
Audio, showcase from 12.00

Wunderbar – German Music Überall
Green Door Store, showcase from 12.30

Creative Scotland presents Showcasing Scotland
Dome Studio Theatre, showcase from 13.15

Swiss Business Mixer
Komedia Studio Bar, showcase from 13.15

Made In Brighton And Juice 107.2 Present
Bermuda Triangle, showcase from 13.30

Music City The Hague
Queens Hotel, showcase from 13.30



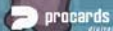
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AS ANIMALS (Pop)

Spiegeltent / Fri 9th May / 8.30pm
Prince Albert / Sat 10th May / 1.30pm

BRNS (Post-rock)

Sticky Mike's Frog Bar / Sat 10th May / 4:30pm
Queens Hotel / Sat 10th May / 10pm

CATS ON TREES (Pop)

Festival Hub / Sat 10th May / 2.30pm
Above Audio / Sat 10th May / 7.45pm

CLEO T. (Folk)

Queens Hotel / Thur 8th May / 9.15pm
Spiegeltent / Sat 10th May / 8.30pm

EROTIC MARKET (Electro/R'n'B)

Green Door Store / Sat 10th May / 12.15am

FRANÇOIS & THE ATLAS MOUNTAINS

(Indie pop)

Spiegeltent / Fri 9th May / 10.15pm

LE VASCO (Electro/R 'n'B)

Brighthelm / Thur 8th May / 12.30am
Believe Presents Showcase / Fri 9th May / 4.15pm *
Queens Hotel / Fri 9th May / 7.45pm

LOUIS AGUILAR & THE CROCODILE TEARS (Folk)

Queens Hotel / Fri 9th May / 2.30pm

MOODOÏD (Psych-pop)

Sticky Mike's Frog Bar / Thur 8th May / 9.30pm
Brighthelm / Fri 9th May / 1pm

ORVAL CARLOS SIBELIUS (Psych-pop)

Spiegeltent / Thur 8th May / 1.15pm
Blind Tiger / Thur 8th May / 8pm
Believe Presents Showcase / Fri 9th May / 3.30pm *

PERSIAN RABBIT (Indie Rock)

The Hope / Fri 9th May / 12pm
Bermuda Triangle / Sat 10th May / 8.30pm

ROGER MOLLS (Hip-Hop)

The Hope / Fri 9th May / 2pm

THOMAS AZIER (Electro-pop)

Blind Tiger / Thur 8th May / 12.30am
Brighthelm / Sat 10th May / 2.15pm

TRISTESSE CONTEMPORAINE (Electro pop)

Bermuda Triangle / Sat 10th May / 1.15pm
Blind Tiger / Sat 10th May / 12.45am

WE WERE EVERGREEN (Indie pop)

Brighthelm / Fri 9th May / 11.30pm

*Believe presents... in association
with bureauexport and Kartel

Fri 9th May/Ten Below – Live Music 3pm-10pm
DJs 10.30pm – 2.30am

NEW PRODUCT STRATEGIES

DUKES@KOMEDIA 1, FRIDAY 10.30-15.45

Are you short-changing your fans, and your artists? This half-day strand examines innovative approaches to creating products and extending artist brands to engage fans and drive new revenue streams.



10.30-10.55 CMU Keynote: The Fan Industry

Preceding the New Product Strategies insights strand, **Chris Cooke** from CMU Insights explains why 'direct-to-fan' is the real internet-caused revolution in music.

11.00-13.00 Think Premium: Added Value Content And Experiences *supported by the BPI*

Thinking beyond the conventional album, gig and band t-shirt, how could you be adding value to core fanbase through premium, limited-edition and innovative products, better exploiting your artists' music, artwork, performance and other creative endeavours. CMU Insights' **Sam Taylor** provides an overview of what's possible, while the team from **Pledge Music** consider what will work for your fanbase.



Plus hear from the people already pushing the boundaries to create great new music products for their artists, including **Tanzy Burrill** from ThinkTank Media/Key Production and **Tim Hall** from Kobalt Label Services discussing their work with Nick Cave, **Sarah Richardson** from Bleached on her projects with Flume, **Tim Bevan** and **Henry Lavelle** from MODO discussing their recent Oasis project, **Kevin King** from Goodness on the Secret 7" initiative, and **Stephen Peach** explaining all about his Moshcam venture.

For more information about this strand go to:
greatestescapefestival.com/products

13.45-14.45 The Trademark Business

supported by ACUMEN MEDIA LAW

Rebecca Murphy from ACUMEN MEDIA LAW provides an overview of how exactly trademark law works, what registration and enforcement involves around the world, and how much it costs. Plus find out how managers and labels are creating new products around artist trademarks, through brand partnerships, extensions and licensing deals.



with **Sam McGregor** from Signature Brew and **Ian Johnsen** from Mythophonic Management discussing Enter Shikari's lager venture, **Carli Kapff** from Genuine offering insights on how artist and consumer brands can ally, and trademark licensing expert **Simon Moorehead** lifting the lid on the pop world's big perfume deals. **Adam Webb** asks the questions.

14.45-15.45 Getting More From Lyrics & Score *supported by the Music Publishers Associations*

It's not just labels and artists who are employing new product strategies. Songwriters and publishers have always enjoyed a diversity of revenue streams, developing new ways to utilise musical compositions in response for each new method of delivery. Learn about the potential of songs beyond public performance, mechanical and synchronisation licensing, and hear from the publishers already innovating with both lyrics and music.

FRIDAY SHOWCASES

Dutch Impact Party

Komedia Studio Bar, showcase from 12.00

Music From Ireland Presents Audio, showcase from 12.15

The Momentum Music Fund Showcase

Komedia, showcase from 12.15

New Zealand @ The Great Escape

Spiegeltent, showcase from 12.15

SESAC Presents Above Audio, showcase from 12.30

Berlin Music Week Presents

Green Door Store, showcase from 12.30

Generator Northern Ireland Presents

Prince Albert, showcase from 12.30

IC Music Presents

Queens Hotel, showcase from 12.30

Crossroads | Luxembourg Meets France

The Hope, showcase from 12.00

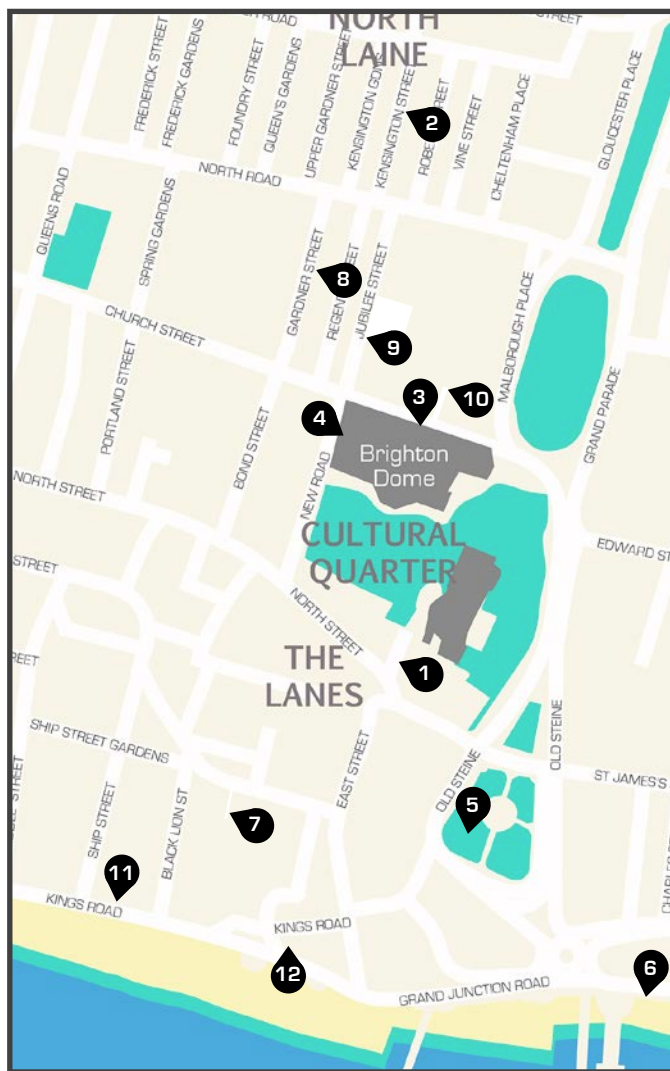
Nova Scotia Music Week Presents

Blind Tiger, showcase from 13.00

Creative Scotland presents Showcasing Scotland

Dome Studio Theatre, showcase from 13.30

CONVENTION MAP



CONVENTION VENUES

- | | |
|--|---|
| 01 Al Duomo
7 Pavilion Buildings BN1 1EE | 07 Council Chambers
Bartholomew Square, BN1 1JA |
| 02 The Basement
24 Kensington Street BN1 4AJ | 08 Dukes @ Komedia
44-47 Gardner Street BN1 1UN |
| 03 Brighton Dome Foyer Bar & Mezzanine
Church Street BN1 1UG | 09 myhotel Brighton
17 Jubilee St BN1 1GE |
| 04 Brighton Dome Studio Bar
New Road BN1 1UG | 10 The Old Courtroom
off Church Street BN1 1UD |
| 05 Brighton Spiegelteent Old Steine
Pleasure Gardens, BN1 1GY | 11 The Old Ship
Kings Road BN1 1NR |
| 06 Brighton Wheel
Madeira Drive, BN2 1TB | 12 Queens Hotel
1-3 Kings Road BN1 1NS |

THURSDAY

10.30-10.55

Where We're At *Dukes 1*

11.00-12.00

Understanding The Fan *Dukes 1*

12.00-13.00

Engaging The Fan *Dukes 1*

12.30-14.30

Label Services Networking
Dome Studio Bar

12.30-13.30

Digital Music Trends:
Live Recording *Dukes 2*

12.45-13.45

The PPL Brighton Rocks Party
myhotel Merkaba

13.45-15.45

UK Trade & Investment presents
International Networking
Dome Mezzanine

13.45-14.30

Dealing With Data Overload *Dukes 1*

13.45-15.00

totallyradio.com presents 'The Pirates
Music Learned To Love' *Dukes 2*

14.00-14.50

Everything You Need To Know About
Music Rights In 2014 *Courtroom*

14.00-16.00

Meet The Polish Brighton Wheel

14.30-15.10

Building Your Fan Business *Dukes 1*

14.50-15.20

How Artists Can Earn More Cash
From Copyright: Neighbouring Rights
Courtroom

15.00-17.00

PR Networking *Dome Studio Bar*

15.10-15.45

The Future Of Direct To Fan *Dukes 1*

15.15-16.00

CMU presents 'Talent Scouting In
Emerging Markets' *Dukes 2*

15.40-16.20

How Rights Owners Can Stop The File-
Sharers: Anti-Piracy Tools *Courtroom*

16.00-17.00

Meet The Dutch *Dome Mezzanine*

16.15-17.00

Made In Brighton presents 'Building
Bridges In Music Education' *Dukes 2*

16.20-17.00

Our Man In Westminster:
Mike Weatherley MP *Courtroom*

CONVENTION PLANNER

17.00-18.00
The Orchard Happy Hour
Dome Foyer Bar

17.30-19.00
Digital Pitch Party: Start Ups
Dome Studio Bar

FRIDAY

10.00-13.00
PPL One To One Session *Dome Foyer Bar*

10.30-12.00
Meet The Canadians *myhotel Merkaba*

10.30-12.30
Sync Networking *Dome Studio Bar*

10.30-10.55
CMU Keynote *Dukes 1*

10.30-11.15
Standing Out In A Crowded Festivals Market *Courtroom*

11.00-13.00
Think Premium: Added Value Content And Experiences *Dukes 1*

11.00-11.45
PRS for Music Foundation presents 'The Momentum Music Fund One Year On' *Dukes 2*

11.00-13.00
Professional Services Networking
Dome Mezzanine

11.15-12.00
Standing Out In A Crowded Festival Bill *Courtroom*

12.00-17.00
IC Music Showcase & Party
Queens Hotel

12.00-12.45
Generator presents 'Breaking An Artist And Building Careers' *Dukes 2*

12.20-13.00
Festival Opportunities In Emerging Markets *Courtroom*

12.45-14.00
French Music Office Party
Dome Studio Bar

13.00-15.00
MMF Open Meeting *Al Duomo*

13.00-13.30
The New Winter Circuit *Courtroom*

13.00-14.00
RBMA presents H#SHTAG\$ *Dukes 2*

13.30-15.30
Audio Network - Meet The Music Team
Dome Foyer Bar

13.45-14.45
The Trademark Business *Dukes 1*

BUILDING A FAN BUSINESS
MAXIMISING MUSIC RIGHTS
THE FESTIVAL BUSINESS
NEW PRODUCT STRATEGIES
GLOBAL DIGITAL MARKETS

13.45-15.45
UK Trade & Investment presents International Networking
Dome Mezzanine

14.00-15.00
A Market-By-Market Guide To Digital In 2014 *Courtroom*

14.15-15.00
War Child presents 'Getting The Most From Charity Partnerships' *Dukes 2*

14.30-16.30
Bookers Networking *Dome Studio Bar*

14.45-15.45
Getting More From Lyrics And Score *Dukes 1*

15.00-18.00
The BIMM Student Sessions at The Great Escape *The Old Ship*

15.00-15.15
What Do Artists Really Think About Digital? TGE Artist Survey *Courtroom*

15.15-16.00
Musicians' Union presents 'Pack Your Suitcase: British Bands Abroad' *Dukes 2*

15.30-17.00
MMF presents The Great Management Conversation *Council Chambers*

15.30-16.15
Is Streaming Music Too Expensive? Alternative Approaches *Courtroom*

16.00-17.00
Meet The Finnish *Dome Mezzanine*

16.00-16.45
PRS for Music presents Chlöe Howl In Conversation *Dukes 1*

16.00-17.00
Audio Network Drinks *myhotel Merkaba*

16.15-17.00
The Next Five Years In Digital Music: Join The Debate *Courtroom*

17.00-18.00
Flow Festival x Music Finland Mingle *Dome Foyer Bar*

17.30-19.00
Digital Pitch Party: The DSPs
Dome Studio Bar

18.00-19.00
Musicians' Union & British Underground Reception *Queens Hotel*

18.30-19.30
BIMM Networking Drinks
Heineken® Green Room

BLURRED LINES
EDUCATIONAL EVENTS
CONVERSATIONS
NETWORKING
PARTIES & RECEPTIONS

SATURDAY

11.00-12.00
Does Pop Have A Misogyny Problem?
Courtroom

11.00-17.00
Blueprint: Creativity In Tech
Old Ship Hotel

11.00-12.00
TGE:DIY Making Money From Music: A Beginners Guide *Basement*

12.00-12.45
Blurred Lines: The American Dimension *Courtroom*

12.00-12.45
TGE:DIY Making Money From Music: Early Revenues *Basement*

13.30-14.15
Blurred Lines: The Video Dimension *Courtroom*

13.30-14.30
TGE:DIY Building & Capturing Fanbase *Basement*

13.30-15.00
The Great Escape Pop Quiz
myhotel Merkaba

14.15-15.00
This House Believes British Radio Should Have Banned 'Blurred Lines'
Courtroom

14.30-15.10
TGE:DIY Getting Gigs *Basement*

15.15-16.15
TGE:DIY Connecting With The Music Industry *Basement*

15.30-17.00
Yearly Music Convention Awards (separate ticket needed) *Al Duomo*

16.00-17.00
Heroes & Villains *Courtroom*

16.15-16.45
Running A Label: Tru Thoughts co-founder Robert Luis *Basement*

16.45-17.00
TGE:DIY Action Plan *Basement*

17.00-18.00
SESAC Party: Live Music, Food & Drinks *Dome Foyer Bar*

17.30-19.00
Live Industry Pitch Party
Dome Studio Bar

THE FESTIVAL BUSINESS

THE OLD COURTROOM, FRIDAY 10.30-13.30

An insightful half-day festival-themed strand considering the marketing challenges for events in crowded calenders and artists on busy line-ups, plus new festival opportunities for European acts in emerging markets.



10.30-10.35 Welcome



Strand host **Claire O'Neill** of the Association Of Independent Festivals sets the agenda for the morning's proceedings.

10.35-11.15 Standing Out In The Crowded Festival Market

With the UK festival market more crowded than ever, what can promoters do to ensure their events stand out – in the media, online and in the public consciousness? The Line Of Best Fit Editor **Paul Bridgewater** presents the findings of an exclusive new survey of music editors on how they approach festival coverage, plus the people behind some recent stand-out festival publicity and social campaigns share their experiences.



with **Alex Thomson** from Greenhouse Group discussing Blissfields, **Andy Smith** discussing Kendal Calling, **Jamie Stockwood** of The Zeitgeist Agency discussing Reading/Leeds, **Hugo Mintz** from Name PR discussing Nozstock, and **Nikki McNeill** from Global Publicity discussing her UK campaigns for European festivals.

11.15-12.00 Standing Out In A Crowded Festival Bill

For new artists, the festival circuit usually isn't a particularly lucrative revenue stream, but festival sets play an important role in reaching and engaging new audiences, honing performance style for a wider

audience, and possibly connecting with the industry and artist community. But are artists fully capitalising on those opportunities? We share some thoughts on how artists can better utilise festival bookings, while **Jordi Puy** of Sound Diplomacy offers tips on how artists, managers and agents can get the most out of showcase festivals like The Great Escape.



Plus we ask a panel of festival promoters what tips they'd offer new bands playing their events, with **Jon Rostron** from Swn Festival, **Pete Jordan** from Global Gathering and **Rich Legate** from LeeFest.

12.20-13.00 Festival Opportunities In Emerging Markets

We explore festival opportunities in key emerging markets. How is the global festival circuit evolving, and what are the opportunities and challenges for new European artists? Find out in our concise overview of festivals worldwide, plus hear from festival promoters based in Poland, Colombia and Brazil.



with **Paulo Andres Pires** from Porto Musical, **Anna Kopaniarz** Tauron Nowa Muzyka Festival and **Manolo Arango** from Breakfast.

13.00-13.30 The New Winter Circuit



Great Escape co-founder **Martin Elbourne** and Chugg Entertainment Executive Chairman **Michael Chugg**

lead a discussion on the growing winter festival circuit, considering how events in central Asia and the Southern Hemisphere markets are providing new opportunities during the traditionally quiet winter months.

For more information about this strand go to:
greatestescapefestival.com/festivals

ALSO ON FRIDAY



The BIMM Student Sessions At The Great Escape

The Old Ship, 15.00-18.00

The very first BIMM Student Sessions take place at TGE this year. Aimed at students well on the way to establishing their music industry careers, this afternoon of panels and talks is open to delegates and will be followed by networking drinks at the Heineken® Green Room in The Festival Hub.

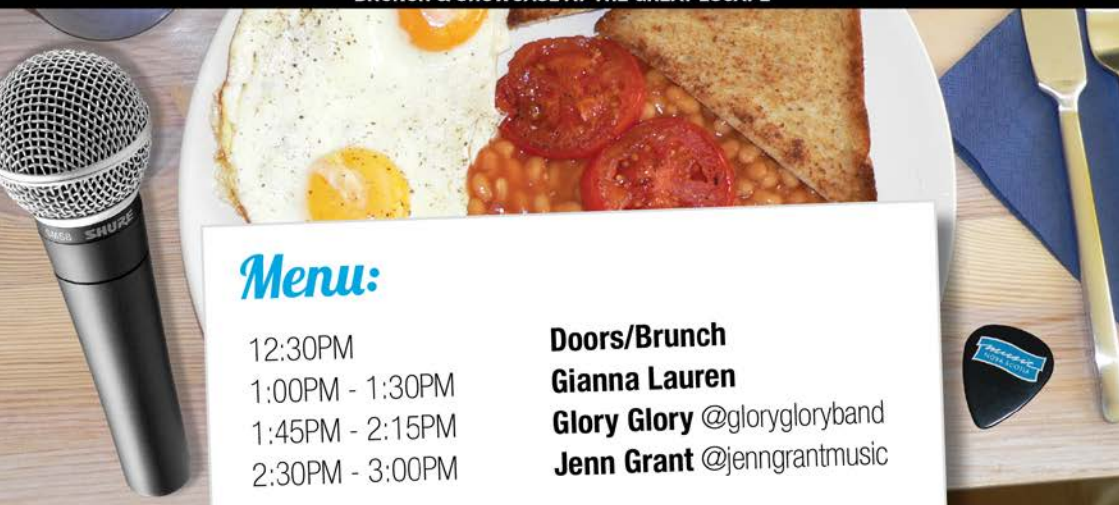


NOVA SCOTIA MUSIC WEEK
NOVEMBER 6-9, 2014
TRURO COLCHESTER

MOLSON CANADIAN NOVA SCOTIA MUSIC WEEK PRESENTS

BANGERS & MOSH

BRUNCH & SHOWCASE AT THE GREAT ESCAPE



Menu:

12:30PM
1:00PM - 1:30PM
1:45PM - 2:15PM
2:30PM - 3:00PM

Doors/Brunch

Gianna Lauren

Glory Glory @glorygloryband

Jenn Grant @jenngrantmusic

Friday May 9th 2014

Canada House (Blind Tiger Club, 52-54 Grand Parade, Brighton)



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WITH SUPPORT FROM CANADA'S PRIVATE RADIO BROADCASTERS

EARLY BIRD REGISTRATION AND ACT SUBMISSION OPEN MAY 1, 2014

Eurosonic Noorderslag is the key exchange and networking platform for European music, with a proven track record for helping new acts break into the international music scene.

14 - 17
JANUARY 2015
GRONINGEN, NL



AGENDA

Wed Jan 14

European Border Breakers Awards

European Festival Awards

Eurosonic festival

Thu Jan 15

Conference & Eurosonic festival

Fri Jan 16

Conference & Eurosonic festival

Sat Jan 17

Conference Noorderslag festival

Innovative Production Fair & Conference

PREVIOUS EDITION IN NUMBERS

Total # visitors (sold out)	38,500
Conference visitors (sold out)	3,275
Nationalities	39
Acts	337
Number of stages @ Eurosonic	36
Number of stages @ Noorderslag	11
Media & journalists	307
EBU radio stations	30
ETEP festivals	89
International festivals	419

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THE
FACTOR

GLOBAL DIGITAL MARKETS

THE OLD COURTROOM, FRIDAY 14.00-17.00

An insight-filled half-day strand focused on which digital services are really working in which global markets, plus the two big debates of 2014: is streaming music too expensive and what do artists really think about digital?



14.00-15.00 A Market-By-Market Guide To Digital In 2014

CMU Business Editor **Chris Cooke** presents a market-by-market review of digital music trends, identifying what kinds of services are dominating around the world, with exclusive major and independent label insights and commentary. Plus a focus on digital trends in this year's featured market at The Great Escape, Finland.



with **Adrian Pope** MD of [PIAS] Artist & Label Services, **David Gould** Digital Partner Director at Sony Music, and **Jyrj Forsström** Chief Marketing Officer from Music Kickup.

15.00-15.15 What Do Artists Really Think About Digital? TGE Artist Survey



Artist and producer **Dan le Sac** presents the findings of an exclusive new survey of the UK artist community questioning artists on all things digital, and tackling the controversies that have dominated the streaming debate in the last twelve months. What do artists really think, and what can labels and digital firms do to win their support?

For more information about this strand go to:
greatescapefestival.com/digital

15.30-16.15 Is Streaming Music Too Expensive? Alternative Approaches



As most subscription-based streaming platforms seek to go mass-market, do they have the right product and price-point? Some reckon not. Hear from the founders of two innovative streaming services with a totally different approach.

with **Oleg Fomenko** founder of Bloom.fm and **Chris Gorman** founder of O2 Tracks operator MusicQubed.

16.15-17.00 The Next Five Years In Digital Music: Join The Debate

What have the next five years in digital music got in store? Will downloading give way to streaming? What kinds of streaming services will win through? Are there any totally new products to look out for? And what do artists, managers, labels and publishers need to do to prepare for the next era of digital? A panel of predictors lead the debate.



with **Brittney Bean** co-Founder and CEO at Songdrop, **Lee Morrison** General Manager UK at Believe Digital, **Hannah Overton** General Manager UK & Europe at Secretly Label Group and **Damian Harris** co-Founder of Skint Records.

LUNCHTIME SESSIONS IN DUKES@KOMEDIA 2

Thursday 12.30 DIGITAL MUSIC TRENDS LIVE RECORDING

Andrea Leonelli hosts a live recording of the Digital Music Trends podcast with



a panel discussing recent digital music developments and convention topics. Watch the debate live, and check the podcast online at www.digitalmusictrends.com

Friday 13.00 HASHTAG\$ SCREENING

Red Bull Music Academy showcase HASHTAG\$, a documentary series spotlighting some of the



most fascinating themes to emerge from internet music culture in recent times, featuring Mount Kimbie, TNGHT and many more.

FLOW FESTIVAL

Helsinki 8.-10.8.2014

"The nationalities of the performers are as varied and far-reaching as those who have travelled to be in attendance, and then there is the amazing and world-spanning cuisine on offer, too, that tops any festival I've ever been to." – Daniel Dylan Wray / Loud and Quiet

"The entire evening has been narcotic, like we've stumbled through the poppy fields from the Wizard Of Oz." – Clash / Anna Wilson

OutKast (US)

The National (US)

Janelle Monáe (US)

Die Antwoord (ZA)

Paul Kalkbrenner (DE)

Slowdive (UK)

Bill Callahan (US)

Nina Persson (SE)

Bonobo (UK)

DARKSIDE (US)

Jamie xx (UK)

Kavinsky (Outrun Live) (FR)

Little Dragon (SE)

Jon Hopkins (UK)

Mac DeMarco (CA)

Pusha T (US)

Joey Bada\$\$ (US)

Action Bronson (US)

Blood Orange (US)

James Holden (UK)

Les Ambassadeurs

(feat. Salif Keita, Amadou Bagayoko
& Cheick Tidiane Seck) (MLI)

Tinariwen (MLI)

Mark Ernestus

presents **Jeri-Jeri** (SN)

Charli XCX (UK)

Jungle (UK)

Mirel Wagner (FI)

Sin Cos Tan (FI)

Jaakko Eino Kalevi (FI)

Noah Kin (FI)

Tuomo (FI)

+many more

TICKETS

3-day tickets
159 € now on sale
ticketmaster.co.uk

W
W
W

flowfestival.com
facebook.com/flowfestival
twitter.com/flowfestival

BLURRED LINES

*DOES POP HAVE A MISOGYNY PROBLEM?
THE OLD COURTROOM, SATURDAY 11.00-14.45*

'Blurred Lines' caused lots of controversy in 2013, but also plenty of debate. How can we now rise to the challenge of improving the way women are represented by and in the music business? This half-day strand finds out.



11.00-12.00 Does Pop Music Have A Misogyny Problem?



Radio 1's **Jen Long** presents the findings of a new survey of artists, journalists and campaigners asking why they believe pop music has a misogyny problem, why that matters, and what - if anything - the music business could or should do to tackle the problem. A panel of leading players from across the industry then consider the proposals and how they might be implemented.

with Cooking Vinyl's **Sammy Andrews**, Transgressive's **Claire Southwick**, Coda's **Stephanie Clive** and Louder Than War's **John Robb**.

12.00-12.45 The American Dimension



Many of the songs, videos and performances that have come in for particular criticism in the last year over the way they represent women originate from the US. Are these issues being debated and considered in the American music industry and artist community? And how can the European music community influence their counterparts across the Atlantic?

with Planetary Group's **Adam Lewis**, Lip Sync Music's **Mollie Moore**, Friendly Fire Recordings' **Dan Koplowitz** and B3SCI's **Mike Clemenza**. **John Robb** asks the questions.

13.30-14.15 The Video Dimension

The 'Blurred Lines' controversy also kick-started a debate about music videos online, and the accessibility of more explicit pop promos to younger viewers. Are labels and video directors increasingly guilty of employing a 'sex sells' (or 'NSFW generates clicks') approach to ensure maximum YouTube views? And if so, does that matter, both creatively and socially?

14.15-15.00 This House Believes British Radio Should Have Banned 'Blurred Lines'



Despite the controversies that have surrounded 'Blurred Lines' – both the song and the video – in the last year, the huge hit continues to be played by mainstream media, though it has been banned from students' union events at numerous UK universities because of the allegations of misogyny. Should radio stations have taken a stand against the track, or is such musical censorship counterproductive or simply wrong? Join the debate.

with University Of Sussex Students' Union's **Sophie van der Ham**, Amazing Radio's **Ruth Barnes** and Mi-Soul's **Edward Adoo**.

More information: greatestescapefestival.com/lines

SATURDAY SHOWCASES

Breakout West BBQ presented by Alberta Music Week, Manitoba Music and SaskMusic
Blind Tiger, showcase from 11.30

Aussie BBQ Concorde 2, showcase from 12.15

CMJ Presents Brighthelm, showcase from 12.15

Generator Presents... The Tipping Point Showcase
Komedia, showcase from 12.30

MUSIC FINLAND X THE GREAT ESCAPE
DOME STUDIO THEATRE,
SHOWCASE FROM 12.30

Jazz Café Presents Spiegeltent, showcase from 12.30

Japan Rising Queens Hotel, showcase from 13.00

SoundCity: Brighton & Hove Presents
Komedia Studio Bar, showcase from 13.00

Iceland Airwaves Presents Above Audio, showcase from 13.15

Music Latvia Presents The Hope, showcase from 13.15

Don't Panic! We're From Poland
Green Door Store, showcase from 13.30

CONVERSATIONS

THURSDAY

13.45-15.00 **totallyradio.com** presents 'The Pirates Music Learned To Love'

Dukes@Komedia 2

As pirate radio in the UK celebrates its fiftieth anniversary, we bring together the founders and key players from some of the most seminal pirate stations of the past, to reminisce and discuss how these particular pirates ended up enhancing the music scene.



15.15-16.00 **CMU** presents 'Talent Scouting In Emerging Markets'

Dukes@Komedia 2



We talk a lot about exporting our music to emerging markets, but what about scouting those territories for exciting new music talent? A&R legend **Seymour Stein** has been doing just that - in China, India and beyond - and now he shares his experiences to date, while considering the challenges and opportunities for talent scouting in these regions with Great Escape co-founder **Martin Elbourne** and Outdustry's **Ed Peto**. The Evening Standard's **David Smyth** asks the questions.

16.15-17.00 **Made In Brighton** presents 'Building Bridges In Music Education'

Dukes@Komedia 2



Made in Brighton links up with SoundCity - the city's music education hub - to discuss why and how music educators and the music industry can work more closely together.

with **Peter Chivers** from SoundCity, **Phil Nelson** First Column Management and **Morna Cooke** Universal Music.

FRIDAY

11.00-11.45 **PRS for Music Foundation** presents 'The Momentum Music Fund One Year On'

Dukes@Komedia 2

Following the launch of his organisation's ground-breaking Momentum Music Fund at TGE2013, Arts Council England CEO **Alan Davey** talks about the artist



funding initiative's first year. Joining the conversation is **Vanessa Reed** of the PRS for Music Foundation, which manages the Fund; **James Foley** from one of its key supporters Deezer; and **Julian Deane**, manager of beneficiary band The Wytches. BBC 6 Music's **Matt Everitt** asks the questions.

12.00-12.45 **Generator** presents 'Breaking An Artist And Building Careers'

Dukes@Komedia 2

Our first of two conversations with a focus on artist management, join Generator for plenty of anecdotes and practical advice from some of the best young managers in the UK right now - those in the artist development frontline, keeping ahead of industry trends and taking alternative approaches to breaking artists and building long-term careers. **Jen Long** hosts.

14.15-15.00 **War Child** presents 'Getting The Most From Charity Partnerships'

Dukes@Komedia 2



A Live Aid or a 'Help' album for the 21st Century? What is the future of music doing amazing things to change the world? Join the conversation on how partnerships between charities and the music community could and should work.

with **Ben Knowles** Director Of Music at TGE's official charity War Child, Muse manager **Alex Wall**, Cake CEO **Mike Mathieson** and Xfm Managing Editor **Chris Baughen**. The Guardian's **Johnny Dee** asks the questions.

15.15-16.00 **The Musicians' Union** presents 'Pack Your Suitcase: British Bands Abroad'

Dukes@Komedia 2



Join this conversation with the people that can help making touring abroad happen. The MU's panel offers expertise on the international and showcase festival scene and plenty of advice on funding, plus considers what British music abroad will look like in the coming years. with **Crispin Parry** British Underground, **Phil Patterson** UK Trade & Investment and **Laura Whitticase**, PRS for Music Foundation. MU's **Horace Trubridge** leads the conversation.

**15.30-17.00 Music Managers Forum
presents The Great Management
Conversation** Council Chambers

Following Generator's young guns management conversation at lunchtime, join the Music Managers Forum and four veteran artist managers from across the generations in Brighton's Council Chambers as they discuss the highs and lows, challenges and thrills of being a manager, and how the rise of the web and big shifts in the record industry have impacted on the profession.

**16.00-16.45 PRS for Music presents Chlöe
Howl In Conversation** Dukes@Komedia 1



An eighteen year-old **Chlöe Howl** came bounding out of the blocks last year with her free download 'Rumour' EP, a three-song set that rode the buzz blogs to Hype Machine chart glory and beyond. With one million VEVO video views and counting, Chlöe discusses her rapid rise to prominence.

SATURDAY

16.00-17.00 Heroes & Villains

The Old Courtroom



A Great Escape institution, **Steve Jones** leads a panel of music industry veterans as they tell stories of trauma and glories from their varied careers to date.

ALSO ON SATURDAY

The Great Escape Pop Quiz

myhotel Merkaba, 13.30-15.00

It's a new venue this year for the legendary Great Escape Pop Quiz. Pit your wits against some of the finest brains from the worlds of music and media for glory, honour and bragging rights. Hosted by Jayne Houghton, with John Robb as your quizmaster.

The Yearly Music Convention Awards sponsored by ACUMEN MEDIA LAW

Al Duomo, 15.30-17.00

As the showcase festival season reaches its conclusion and the music business heads to the fields, joins us as we celebrate the best of the year just gone at this exclusive late-lunch event. A separate ticket is required available from delegate registration for £25, ticket includes fish & chips with a twist plus a choice of beer and wine.



GET YOUR MUSIC USED ON FILM & TV

**9TH MAY / 1:30PM-3:30PM
THE BRIGHTON DOME**

Meet with us to find out what we can do to get your music used in film, TV & advertising.

FANCY A DRINK ON US?

**9TH MAY / 4PM-5PM
MYHOTEL**

Hang out with us at **MyHotel's** exclusive **Merkaba** for drinks, food, DJ and photo booth fun. **We'll look forward to seeing you there!**

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audionetwork.com/the-great-escape

SAT 10TH MAY

THE NEW SOUND FROM NORTHERN EUROPE
2014 MUSIC EXPORT OF LATVIA / SYNTHPOP | ELECTROPOR TRIO

audience killers

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RENDEZ-VOUS MUSICAL

19-22 Nov. 2014



Tommy Krulise



Networking



Panels & Workshops



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We acknowledge the financial support of the Government of Canada through the Department of Canadian Heritage (Canada Music Fund) and of Canada's Private Radio Broadcasters.
Nous remercions l'appui financier du gouvernement du Canada par l'entremise du ministère du Patrimoine canadien (Fonds de la musique du Canada et Mise en valeur des langues officielles).

WITH ARTS COUNCIL ENGLAND & PRS FOR MUSIC
THE BASEMENT, SATURDAY 11.00-17.00

For new artists getting started, and aspiring managers and music executives, find out how the business works, and how new talent can use DIY tools to start building a fanbase before connecting with the industry.



11.00-12.00 Making Money From Music: A Beginners Guide



CMU Business Editor **Chris Cooke** provides an overview of how artists make money from their work, with a beginners guide to copyright and trademarks, live income, brand partnerships and the fan relationship.

12.00-12.45 Making Money From Music: Early Revenues

How can grass roots artists generate revenue at the very start of their careers, and what funding is available to help new talent seed the business side of what they do. *PRS for Music*'s **Andy Ellis** leads a tips-filled panel for grass roots artists and their business partners.



with **Rob Woodland** State 51, **Julia Payne** The Hub and **Phil Nelson** from First Column Management.

13.30-14.30 Building & Capturing Fanbase

Grass roots artists need to start capturing their fanbase online from day one, but what does that mean, and what tools and strategies should new artists use? Get tips galore from our panel of marketing, social media and direct-to-fan experts.



with **Adam Cardew** Head Of Digital at Absolute Marketing & Distribution, **Joe Porn** Squadron Leader at Music Glue and **Olivia Classey** Senior Campaign Manager at Charm Factory.

14.30-15.10 Getting Gigs

If fanbase building begins with gigging, how can new artists secure live opportunities, and what kind of gigs really get your music to a new audience?



with **Brett Pracownik** Assistant General Manager at The Borderline, **Lucian Beierling** UK Manager at SplitGigs and artist **Chris T-T**. **Suzi Ireland** from BIMM and Bearded Magazine asks the questions.

15.15-16.15 Connecting With The Industry

While new artists need to take more control of their careers from the word go, that doesn't mean they don't need business partners, and most new acts ultimately still want to work with a label at some point. CMU Business Editor **Chris Cooke** explains what kinds of business partnerships artists need, and how label deals work, before questioning some leading A&R execs on how they discover and work with new acts.

16.15-16.45 Running A Label: Tru Thoughts co-founder Robert Luis

CMU's **Chris Cooke** talks to Tru Thoughts co-founder



Robert Luis about the ins and outs of founding and running an independent record company, as the seminal Brighton label celebrates its fifteenth anniversary. What advice does Robert have for aspiring label owners, what's it like working at an independent record company in 2014, and how does he keep finding and signing such great artists?

16.45-17.00 TGE: DIY Action Plan

Based on what we've heard during the day, CMU Business Editor **Chris Cooke** provides an action plan for new artists and their business partners to get their careers moving.

For more information about this strand go to:
greatestescapefestival.com/diy

BELGIUM BOOMS

COELY

THURSDAY MAY 8TH

SPIEGELTENT 2.15PM – 2.45PM

AUDIO 6.45PM – 7.15PM

PALE GREY

SATURDAY MAY 10TH

FESTIVAL HUB 4.30PM – 5PM

BLIND TIGER 8.30PM – 9PM

THE GREAT ESCAPE

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THE BONY KING OF NOWHERE

FRIDAY MAY 9TH

QUEENS HOTEL
1.30PM – 2PM

SATURDAY MAY 10TH

UNITARIAN CHURCH
7.30PM – 8PM

BRNS

SATURDAY MAY 10TH

STICKY MIKES 4.30PM – 5PM

QUEENS HOTEL 10PM – 10.30PM

AMATORSKI

FRIDAY MAY 9TH

STICKY MIKES 1.45AM – 2.15AM

SATURDAY MAY 10TH

PRINCE ALBERT 3.30PM – 4PM



A hard act to follow



Based here on the south coast, our Music, Media and Entertainment lawyers will help you make the most of your project or business, across all media and around the world.

Join the ever-growing roster of artists, producers, labels and digital companies that use us. Contact Aurelia Butler-Ball on acb@verisonalaw.com



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New for 2014, a day of talks, debates and collaborations at The Great Escape for people building and executing creative products and ideas in and around technology.

Blueprint is about new ideas and making them happen. The core themes are CREATE, EXECUTE and ENGAGE. Through a series of talks and case studies, we'll look at how people have taken new creative tech ideas from initial concept, through to creating real products and services, through to building new cutting edge businesses.

Blueprint is about building the right team and making the right connections.

Once the idea is honed, how do you connect with likeminded technologists and entrepreneurs, with the music and creative industries, and with funders and mentors? Hear from the experts what kind of people and partnerships are needed to make things happen in the creative tech space, and start expanding your network at the event itself.

Blueprint runs from 11.00 to 17.00 at the Old Ship Hotel and is open to all Great Escape delegates. For full line up check www.greatescapefestival.com/blueprint

SAMPLETHON 2014 AT THE GREAT ESCAPE

At the heart of Blueprint will be the first ever Samplethon, presented by WhoSampled and Boosey & Hawkes. A team of producers will be given access to a rich pool of samples from B&H's music library, and will then get about creating great new music there and then in the middle of Brighton's Old Ship Hotel.

The source material for the first Samplethon is provided by the famous music library of world renowned publisher Boosey & Hawkes. This library material is an untapped goldmine of incredible sample material recorded by world class musicians, typically from the 60s through to the early 80s. The material being sampled was curated from the thousands of available tracks in the library during a lengthy digging session at the physical Boosey & Hawkes underground archive of vinyl records, buried underneath central London.

Come to The Old Ship anytime between 11.00 and 17.00 and see the Samplethon in action.

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DON'T PANIC
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Bokka

Thursday 8th - Digital - 6.30 pm

Xxanaxx

Thursday 8th - Queens Hotel - 8.30 pm

The Dumplings

Saturday 10th - Above Audio - 9.15 pm

Rebeka

Saturday 10th - Brighthelm - 9.30 pm

do
n't
panic

+

Don't Panic We're From Poland showcase
powered by Culture.pl

Saturday, 10th @ Green Door Store
BBQ + drinks - (delegates + press only)

1.30 pm **Bokka**

2.30 pm **The Dumplings**

3.30 pm **Rebeka**



MUSIC FINLAND X THE GREAT ESCAPE



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