

The Music Void & X|Media|Lab Announce 'Sounds Digital'

International leaders in music & tech to gather at London's Sadler's Wells,
April 16-18, 2010

London, UK. March 03, 2010 – Leading music industry blog and marketing agency The Music Void and X|Media|Lab, the internationally acclaimed digital media industries think-tank, have joined forces to bring the first-ever '**Sounds Digital**' digital music gathering to the UK capital.

The inaugural **Sounds Digital** event will focus on the future of digital music across all platforms and devices. Music streaming, mobile applications, online video, social media and immersive entertainment experiences such as Nine Inch Nails "Year Zero" have captured the imagination of millions of music fans worldwide and are making huge impacts on the way people listen to and interact with digital music.

Sounds Digital will employ a three-day format to address these and the emerging business and distribution models impacting the future of digital music. The first day will offer Key Note Presentations from some of the world's leading thinkers in the music and digital media industries. Days two and three will see the same speakers mentor and develop 14 local innovative digital music companies in the 'Lab' format pioneered by X|Media|Lab.

Confirmed International Keynote Speakers include:

- Ken Hertz, Senior Partner, Goldring, Hertz & Lichtenstein LLP; Representative for Destiny's Child, Beyonce, Christina Aguilera and Will Smith (US)
- Matthew Hawn, VP Global Digital Operations – Sony Music Entertainment (UK)
- Frank Rose, Contributing Editor - Wired Magazine (US)
- Marcelino-Ford Levine, GM Interactive Content & Advertising - Intel (US)
- Kaiser Kuo, International Business Consultant, Youku.com (China)
- David-Maher Roberts, CEO - The Filter (UK)
- Bob Johnson, VP Music and Digital Entertainment - Planet Ilogica (US)
- Susan Bonds, President/CEO/Co-founder - 42 Entertainment (US)
- Steve Jang, Strategic Advisor at Animoto / Conduit Labs / Pixelpipe / StumbleUpon (US)
- Jason Daponte, Managing Editor, Mobile Platforms - BBC (UK)
- Ashley Head, Chairman - Datacash Group Plc (UK)

More soon to be announced!

Jakomi Matthews, Managing Director of The Music Void said: "We're very excited to be partnering with X|Media|Lab for our first event for the digital music sector in London, one of the best music cities in the world. The Lab Sessions at **Sounds Digital** will be actively helping to support the companies and entrepreneurs behind some of the most exciting new concepts in digital music, which is an area absolutely critical to the future of the music business."

Sounds Digital invites digital music innovators to nominate their projects and companies to join the Lab sessions – giving them the opportunity to have intensive one-on-one mentoring, proposition development and networking sessions with the International Keynote Speakers.

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Sounds Digital International Speaker and Mentor, Susan Bonds, President and CEO of 42 Entertainment, the company behind Nine Inch Nail's "Year Zero", has participated in previous X|Media|Lab events and says: "The learning, networking, business and creative benefits are higher than any other conference I've ever been involved with."

Day 1 of the event is open for general admission and tickets will be sold on a first-come, first-served basis. Tickets cost £299 +VAT per delegate and are available now from the website: www.sounds-digital.com. Applications for the Lab sessions can also be made via the website at: http://www.sounds-digital.com/?page_id=28.

Sounds Digital will be held April 16-18 at London's Sadler Wells, a unique venue inextricably linked to innovative dance and music performance. Subsequent **Sounds Digital** events are currently being planned for Sydney, San Francisco and Los Angeles.

-Ends-

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Notes to Editors:

About The Music Void

The Music Void brand encompasses three music businesses:

The Music Void (TMV)

The Music Void blog is one of the industry's leading sources of interviews and opinion.

Music Void Excite (MVX)

Music Void Excite provides strategic marketing services for labels, artists and brands.

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Music Void Events (MVE)

Music Void Events stage 'Sounds Digital' events in partnership with X|Media|Lab

About X|Media|Lab

X|Media|Lab is the internationally acclaimed digital media event. X|Media|Lab creates a meeting place uniquely designed to assist companies and people get their own creative ideas successfully to market, through concept development, business matching, and direct access to world-class networks of creative professionals.

X|Media|Lab consists of a Pro Day Conference (General Admission) featuring a selection of the world's outstanding creative practitioners for each Lab's chosen theme; and the 2-day Lab itself (Selected Companies Only), in which the participants are able to work directly with their selected Lab mentors on their own project ideas, and explore partnerships and business opportunities with all other Lab participants Lab mentors.

X|Media|Lab was founded at the Sydney Opera House in 2003 and has since held over 30 events in Beijing, Shanghai, Suzhou, Singapore, Seoul, Mumbai, Auckland, Wellington, Kuala Lumpur, Melbourne, Los Angeles, London and Amsterdam.

<http://www.xmedialab.com>

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