

'Sounds Digital' Seeks Digital Music Innovators

Linking music start-ups with industry giants at London's Sadler's Wells

April 16-18, 2010

London, UK. March 03, 2010 – Sounds Digital, the digital music event, is calling out for innovators in the UK and international digital music space to apply to join the Sounds Digital Lab, which offers mentoring, proposition development and international networking with some of the biggest names in music, technology and business.

Sounds Digital is the result of a collaboration between industry blog and marketing agency The Music Void and X|Media|Lab, the internationally acclaimed digital media industries think-tank. Sounds Digital events employ a three-day format, with the first day offering public Key Note Presentations from some of the world's leading thinkers in the music and digital media industries. Days two and three are closed sessions, which see the same speakers mentor and develop 12 local digital music projects and companies in the 'Lab' format pioneered by X|Media|Lab.

Sounds Digital is seeking 14 digital music project ideas – ranging from internal projects at established companies through to pre and post fund digital music start-ups.

Confirmed International Keynote Speakers and Mentors include:

- Ken Hertz, Manager - 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."

Applications for the Lab Sessions, which will take place April 17-18, can be made from today via the **Sounds Digital** website at: http://www.sounds-digital.com/?page_id=28 .

Event Sponsors



Event Partners



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."

Tickets for the public Conference, to be held on April 16th, are also available via the website (www.sounds-digital.com) and will be sold on a first-come, first-served basis. Tickets cost £299 +VAT per delegate and are available now.

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

-Ends-

Media Contacts:

The Music Void

Jakomi Matthews – Partner, The Music Void
E. jakomi@themusicvoid.com
M. +44 (0) 77526 85909
Skype: jakomi
www.themusicvoid.com
www.linkedin.com/in/themusicvoid

Sam McGregor – Coordinator, The Music Void
E: sam@themusicvoid.com
T: +44 (0) 20 7378 4623
M: +44 (0) 7718 518 679
Skype: sam_mcgregor
www.themusicvoid.com

X|Media|Lab

Megan Elliott – Director, X|Media|Lab
E: megan@xmedialab.com
T: +61 (0) 414 573 336
Skype: themegangirl
<http://www.xmedialab.com>

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.

Event Sponsors



Event Partners



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. XML 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.

www.xmedialab.com

Event Sponsors



Event Partners

