



X|MEDIA|LAB

presents

SOUNDS DIGITAL

16TH - 18TH APRIL 2010, LONDON



SOUNDS DIGITAL IS AN EXCITING CREATIVE EVENT FOR DIGITAL MEDIA AND MUSIC PROFESSIONALS

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 - giving rise to emerging business models and new sources of revenue.

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.

If you are developing digital music ideas across platforms, attend the Sounds Digital Conference Day to hear from the world's best experts, and you can also apply to attend the Lab itself, where you can work with the International Mentors one-on-one to bring your own digital music project ideas to market.

SOUNDS DIGITAL CONFERENCE

Friday 16th April (General Admission)
9.00am – 5.00pm, followed by
Networking Reception.

DELEGATE REGISTRATION

~~£299 + VAT~~
£149 + VAT



REGISTER NOW

THE LAB

17th – 18th April
(Selected Projects Only)

Venue: Sadler's Wells
Rosebery Avenue, London, EC1R 4TN

Nomination is simple and it's free!

NOMINATE YOUR PROJECT

FOR FURTHER INFORMATION:
info@sounds-digital.com
or visit www.sounds-digital.com

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CONFERENCE KEYNOTE SPEAKERS/LAB MENTORS



KEN HERTZ - Senior Partner, Goldring, Hertz & Lichtenstein LLP (Los Angeles)



TIM CHANG - Principal, Norwest Venture Partners (Palo Alto)



FRANK ROSE - Contributing Editor to Wired (New York)



KAISER KUO - China Digital Media Expert and Rock Musician (Beijing)



MATTHEW HAWN - Vice President, EMEA & Asia Pacific - Global Digital Operations - Sony Music Entertainment (London)



MARCELINO FORD - LIVENE - General Manager of Interactive Content and Advanced Advertising Development (Los Angeles)



SUSAN BONDS - President/CEO/Founder, 42 Entertainment (Pasadena)



DAVID MAHER ROBERTS - CEO, The Filter (Bath)



BOB JOHNSON - CTO, Planet Illogica (Los Angeles)



JASON DAPONTE - Managing Editor, BBC Mobile Platforms (London)



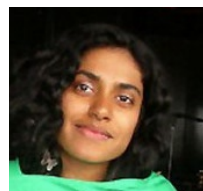
STEVE JANG - Strategic Advisor at Animoto / Conduit Labs / Pixelpipe / StumbleUpon (San Francisco)



ASHLEY HEAD - Executive Chairman, Datacash Group PLC (London)



MARTYN WARE - Human League, Heaven 17, Illustrious Company (London)



PRIYA PRAKASH - Creative Director for Consumer Experience, Nokia (London)



NICOLE YERSHON - Director of Innovative Solutions at Ogilvy (London)



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SOUNDS DIGITAL

FRIDAY 16TH APRIL, 9.00AM – 5.00PM, FOLLOWED BY NETWORKING RECEPTION

Sadler's Wells, Rosebery Avenue, London, EC1R 4TN

Join some of the world's best music execs, technology innovators, immersive entertainment, branded content and social media experts, VC's and entrepreneurs to explore the future of music: new growth opportunities, new partnership possibilities and new business models.

If you are developing ideas for digital music across any platform:

Mobile, the Internet, alternate realities or for video, or any form of IP TV content or services, this is your chance to hear how the experts do it: get the low down on the latest market developments, creative ideas, business, streaming, syndication and distribution models across platforms and across the emerging new markets for music!

No time-wasting boring panels, just densely-packed, information-rich, clear and helpful, set piece keynotes from digital media luminaries from all over the world. Update yourself in a day!

WHO SHOULD ATTEND?

Digital music entrepreneurs, music executives, investors, advertising and marketing professionals, app developers, content creators, producers, promoters, managers, business strategists and analysts – all professionals involved in the digital media and music industries.

REGISTER NOW

NOMINATE YOUR PROJECT IDEA FOR THE LAB

Sounds Digital is a uniquely exciting creative event for digital media professionals. The Lab is an intensive two-day creative workshop and international network for selected teams who get to work directly on their own project ideas with the International mentors!

Sounds Digital is seeking 14 project teams with great digital music ideas. This is your chance to work one-on-one with some of the world's best-informed digital music experts, technology wizards, creatives and business analysts to help bring your brilliant project to commercial reality.

Nomination is simple and it's free!

NOMINATE YOUR PROJECT