

# SPEAKERS



**M.anifest** is an internationally acclaimed award-winning Hip Hop artist from Accra, Ghana, known for musical boundary crossing, multilingual wordplay, and a refreshing hybrid songwriting approach.



**Virginie Berger** founded Don't Believe the Hype / DBTH (dbth.fr), a leading agency in strategy and business development for music technologies, creative industries and innovative IT companies in France and worldwide.



**Emeline Wraith** is Chief Herder at Remote Goat. Having rocked up on to the London start-up scene before The Lean Start-Up, Google Campus and most accelerators, by way of winning an in-house "Dragons Den" competition, is now the walking fourth of start-up brand knowledge.



**Nkiru Balonwu** is CEO of the Spinlet Group. Spinlet is a fast-growing digital media distribution company, with a focus on aggregating and distributing content.



**Phiona Okumu** is a digital content creator, curator, tastemaker and evangelist for African creative communities raising their profile one story at a time.



The African Hip-Hop Blog's aim is to showcase the talents of African hip hop artists from all over the world – a community where artists, producers and fans can connect and discuss the latest content and trends coming from across the continent and diaspora.



**Josquin Farge** is co-founder of Soundsgood, a music discovery service curated by top influencers like DJs, artists, radio hosts, and bloggers. He will represent the trend agency Soon Soon, that relies on a community of more than 1,200 spotters spread around the world, and that examines the changing lifestyles to imagine what our lives will look like in the near and distant future.



**Walter Wanyanya** is an entrepreneur who has interests in a number of companies that include advertising, hospitality, computers and more recently music.



**Yoel Kenan** is the founder and CEO of Africori, a leading digital music company in Africa. It provides labels and artists across the continent with digital distribution, synch licensing and publishing services.



**Teju Ajani** is responsible for YouTube content partnerships in Sub Saharan Africa charged with influencing the content creator community across the continent.



**Nic Burger** ran one of South Africa's leading dance labels from 1998 to 2008. Recently he has moved into the Content and Platform manager role for Kleek Africa, which is Africa's largest Music Streaming Radio Service.



**Tehn Diamond** is an idea grounded in the belief that anything we can see in our minds, we can breathe into our lives. A philosophy that as an emcee, singer & songwriter, Tehn exudes in his music.



**Emerging Ideas** are a group of young entrepreneurs and businessmen from southern Africa and the USA that get their hands dirty with every idea and company that they are a part of. They use local methods and implement international standards to build ideas and cultivate opportunities.



# IMPACT MUSIC CONFERENCE

HIFA 13

PRESENTED BY AMDP

## IMPACT MUSIC CONFERENCE

Over two days, the conference will present discussions on a wide variety of topics around music and tech including content creation online, digital distribution, new revenue models in music, current & future state of the music industry and the role technology will play in shaping these.

## AMDP

The African Music Development Programme takes place in 9 African countries with the support of numerous actors, institutions and professionals of the music sector. The major initiative is to enhance the music sector through a series of targeted actions, of the top priorities being to increase professional capacity and job opportunities in the African music industry. This project benefits from the financial contribution of the European Union and the assistance of the ACP Group of States.

AMDP is an initiative by the International Music Council, and is implemented with the financial contribution of the European Union and the assistance of the ACP Group of States. [www.amdpmusic.net](http://www.amdpmusic.net)



PRESENTATIONS



WORKSHOPS



DISCUSSIONS



PITCHES

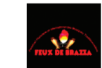
## PROJECT PARTNERS



International Music Council



European Music Council



*"The history of the music industry is inevitably also the story of the development of technology. From the player piano to the vinyl disc, from reel-to-reel tape to the cassette, from the CD to the digital download, these formats and devices changed not only the way music was consumed, but the very way artists created it."*

Edgar Bronfman, Jr



WEDNESDAY, 29TH APRIL 2015

09:30 Arrival & Registration



10:00 Welcome & Presentation of IMPACT Music Conference  
Charles Houdart Project Lead AMDP




10:30 -11:00 **Opening Talk by M.ANIFEST**

Social and me: Becoming a successful African artist one connection at a time .



11:00 **PRODUCT DEMONSTRATION – SPINLET presented by Nkiru Balonwu**

**BREAK** 

11:30 – 12:15 **Music Industry in Africa:**

**WHERE ARE WE NOW & WHERE ARE WE GOING?**

Perspectives from some of the movers and shakers in the music industry. The discussion will center on the current state and the future of the music business and particularly the role technology is and will play in shaping the sector.

**MODERATOR: Virgine Berger**, (Founder DBTH)

**Nic Burger**, (Kleek Africa)

**Yoel Kenan**, (Africori.com)

**Walter Wanyanya**, (Ngoma Nehosho)

**Phiona Okumu**, (Afripop blog)



12:15 – 12:30 **PRODUCT DEMONSTRATION –**  
**THE AFRICAN HIP HOP BLOG Presented by Phil Chard**

**BREAK** 

14:30 – **WORKSHOP YOUTUBE SESSIONS (VIA REGISTRATION ONLY)**



16:30 **Presented by Teju Ajani, YouTube SSA**

Opportunities are vast in the online video space from creating content to delivering your music to a global audience. YouTube provides an optimal space for artists to help in increasing revenue and raising awareness about their brand. This session will provide a framework & tools to help you understand the opportunities for your growth.

END OF DAY



THURSDAY 30TH APRIL 2015

10:00 Arrival



11:00 **Music Ideas Pitch Event hosted by Emerging Ideas**

Some of the hottest creative startups merging music & tech take to the stage to pitch their ideas to a community of peers, music and creative business experts

**FEEDBACK:**

**Emeline Wraith** (Remote-Goat)

**Josquin Farge** (Sounds Good / Soon Soon Soon)

**Nic Burger** (Kleek Africa)

**Yoel Kenan** (Africori)

11:30 **BREAK** 

12:00 - **WHERE IS THE CASH? – WHERE THE MONEY IS**  
12:45 **TODAY & WHERE IT WILL BE TOMORROW**



Making a living in music is no longer just about selling music. This discussion will shed insights into the evolving landscape of how artists today are making money and future trends.

**MODERATOR: Virgine Berger**, (Founder DBTH)

**Teju Ajani**, (Youtube SSA)

**M.anifest**, (Musician)

**Tehn Diamond**, (Musician)

**Emeline Wraith**, (Remote-Goat)

12:45 – **Closing presentation –**  
13:00 **Sounds Good / Soon Soon Soon:**  
**Practices & tools of Tomorrow**

**BREAK** 

14:30 – **WORKSHOP NAVIGATING THE LEGAL**  
16:30 **FRAMEWORK**

**Presented by: Nic Burger & Spinlet team**

Learn everything you need to know about maneuvering the legal framework in the digital space. Topics will include: Copyrights/Revenues for digital distribution & streaming/ Sync Licenses/Music for advertising & videos.

**(VIA REGISTRATION ONLY)**



ABOUT HIFA

HIFA is a 6-day annual festival and workshop programme that showcases the very best of local, regional and international arts and culture in a comprehensive festival programme of theatre, dance, music, circus, street performance, fashion, spoken word and visual arts.

The Festival in 2015 is an opportunity for artists, implementing partners and audiences to think creatively, to express ideas clearly, and to communicate a powerful artistic vision. The arts can articulate the best aspects of who we are as individuals, as productive and imaginative communities, and as a vital, multi-dimensional nation. We are our words, so speak; we are our ideas, so think; we are our communal commitment to being expressive, so ARTICULATE.

CONTACT AMDP

IMPACT REGISTRATION:  
[www.eventbrite.com/e/impact-music-conference-registration-15663726628](http://www.eventbrite.com/e/impact-music-conference-registration-15663726628)

CHARLES HOUDART  
Email: [amdp@imc-cim.org](mailto:amdp@imc-cim.org)  
Phone: +33 (0) 6 2338 6895