

28.11-29.11.2017

# SLUSH MUSIC

AGENDA 2017

music.slush.org

# AGENDA

Our agenda is full of interesting topics and great speakers. We highly recommend you to get to know the agenda in advance, for you to make the best out of Slush Music. This agenda here might see minor changes before the event, so please do check out the final agenda on [music.slush.org/program/](http://music.slush.org/program/).

## JAMES BROWN STAGE

### Tuesday, Nov 28

- 10:00 Slush Music Opening Show
- 10:15 How to Hack Slush Music
- 10:35 Where Are We Now // David Price
- 11:00 Amplify launch (iPad performance)
- 11:20 Techstars Music Accelerator – Investing in Music Together
- 11:40 What Music Tech is Really About – How to Spot a Giant
- 12:00 Break
- 12:30 The World is B-Flat: The Globalization of the Music Business
- 12:50 Break
- 13:00 Inspiring Young Talent and Providing Tools
- 13:30 Next Generation of Music Leaders
- 14:00 Next Step for Music Licensing & Distribution
- 14:25 The New Path to Monetization of Editorial and Curated Content
- 15:00 The Evolution of Music Piracy
- 15:25 Break
- 15:40 The State of Blockchain and Music
- 16:00 How Can a Brand Help an Artist Grow
- 16:30 It's All About Brand
- 17:00 Artist Branding Case: Telekom Street Gigs
- 17:15 Future of Artist Engagement with Brands
- 17:45 SM20 Prizes

### Wednesday, Nov 29

- 10:00 Slush Music Opening Words
- 10:05 The Music Industry is Broken – And I Know How to Fix It
- 10:25 One Step Ahead
- 10:50 Innovation For Media and Tech in a Post Peak World
- 11:20 Music Metadata – Future Requirements
- 11:45 Break
- 12:10 The Value of Data – And How to Use It as a Musician
- 12:40 The Challenge of The Distributed Audience Era
- 13:00 Sound of Music – The Advent of Augmented Audio
- 13:30 A Conversation with Stu Bergen and Kalle Lindroth
- 14:00 Break
- 14:15 Power of Playlisting
- 14:45 Top 10 Fuck Ups
- 15:05 Marathon Artists LABs Overview
- 15:30 The Business Model of the Music Producer
- 15:50 Creators as Investment
- 16:20 The Explosion of Online Video Changing the Game for the Better
- 16:35 Break
- 16:50 TBA
- 17:15 History of Technology in Music
- 17:40 Shifting Music Consumption
- 17:55 Closing Words

# AGENDA

## DONNA SUMMER

### Tuesday, Nov 28

- 10:35 Introduction to Music Acceleration
- 11:00 Monetization Through Data in the Music Business
- 11:30 Break
- 12:00 Slush Music 20 – Batch 1: US
- 13:00 Slush Music 20 – Batch 2: Europe
- 14:00 Slush Music 20 – Batch 3: Nordic-Baltic
- 15:00 Slush Music 20 – Batch 4: Labels
- 16:00 Break
- 16:30 The Right Next Song: Playlists and Mixtapes
- 16:45 Music, Cyborgs and Politics: Do Androids Dream of Burnt Toast?
- 17:00 More Women to get Engaged with Music
- 17:25 Power of Audio
- 17:45 Artist's Brand to a Good Use

### Wednesday, Nov 29

- 10:20 Future of Ticketing and Add-ons
- 10:45 Social Ticketing Solution
- 11:00 Always Ready, Always Measure, and Act Quickly
- 11:30 An Entrepreneur Mind in the World of Music – Powered by Midemlab
- 12:00 My Song, My Money, Why Metadata?
- 12:25 Break
- 13:00 The Now and Then of Webcasting
- 13:30 How Do Rights Work With AI Produced Content
- 14:00 Nordic Music Tech Initiative
- 14:45 Break
- 15:00 From Handmade to High Tech
- 15:20 Future of Instruments – Are They Smart?
- 15:50 Creation Platforms
- 16:20 Introducing Marathon Artists Labs 2nd Program “Content Monetization” Cohort
- 16:40 Trading in Music
- 17:00 YouTube CID and How it Relates to Artists on a Global Scale
- 17:15 AIM
- 17:35 Marketing in the Next 10 Years

# AGENDA

## SPEAKER STUDIO

### Tuesday, Nov 28

- 10:40 Building to Get Bought – Exit Strategies for Music Startups
- 11:25 Q&A: Where are We Now
- 12:00 Sourcing Talent to the Music Industry
- 12:45 Break
- 13:00 TBA
- 13:50 How Virtual Reality Will Revolutionize Music Experience/The Music Industry
- 14:20 Audience Experience in Live Performances
- 15:00 GuardianX – The Future of Event Safety
- 15:25 Q&A: The Evolution of Music Piracy – A Market Threat or Opportunity
- 16:00 Blockchain and Rights
- 16:30 Music as Medicine
- 17:00 How to Get the First 100,000 Users for Your New Startup
- 17:30 How to Make Money with Podcasts

### Wednesday, Nov 29

- 10:40 Blockchain PRO
- 11:10 Not Your Grandmother's Blockchain
- 11:45 Future Vision for Finnish Songwriters and Publishers
- 12:20 Modern Record Deals
- 13:00 User-centric Licensing Model
- 13:35 Can I Be an Artist and a CEO
- 14:00 Break
- 14:15 Q&A: How Do Rights Work with AI Produced Content
- 14:45 Curation – AI vs Human touch
- 15:15 Break
- 15:45 Music Made to be Heard Right
- 16:15 Streaming, Payments and Credits – Is it Really that Hard?
- 16:45 Slaves to the Algo-rythm?
- 17:15 Unleash Your YouTube Potential
- 17:40 A&R Work in the Future: Data vs. Human Touch

## RADIO BAR

### Tuesday, Nov 28

- 10:00 Radio Helsinki Broadcast
- 12:00 Radio Helsinki Broadcast
- 13:00 Guest Broadcaster
- 14:00 Guest Broadcaster
- 15:00 Showcase
- 15:00 Radio Helsinki Broadcast
- 16:00 Radio Helsinki Broadcast
- 17:00 Showcase

### Wednesday, Nov 29

- 10:00 Radio Helsinki Broadcast
- 12:00 Guest Broadcaster
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- 16:00 Radio Helsinki Broadcast
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# AGENDA

## WORKSHOPS

There are many workshops taking place at Slush Music and you're free to attend the ones you like!

### Tuesday, Nov 28

- 10:00 WE+ | Getting the First 1,000 Users for Your Music Startup | Andrew Apanov
- 10:00 Sauna | Let's Negotiate! | Lottaliina Pokkinen
- 11:30 Sauna | Transforming The Music Industry – With Design Thinking | Laura Immonen-Beatty, Andreas Pattichis & Jimmy Salerno
- 11:30 WE+ | CMU Insights Speed Briefing: How Streaming Services Are Licensed | Chris Cooke
- 1:00 Sauna | Making Your Passion into a Profession – An Educational Event for Starting And Non-managed Music People | Kari Paavola
- 1:00 WE+ | Power of Audio – Audio Branding Workshop | Teemu Yli-Hollo, Anna Schneitz & Cameron Murphy
- 2:30 WE+ | Forecasting The Future Architecture of The Music Industry | Derek Sellin
- 2:30 Sauna | Building Your Social Media Influencer Campaign | Leah Harris
- 4:00 Sauna | Create Music on The Road: Workflows for Using iOS Devices for Music Making and Live Performances | Tuomas Ahva
- 4:00 WE+ | The Science of Content ID @ YouTube | Fabio Magagna
- 5:30 Sauna | How to: Take Your YouTube Presence to the Next Level | Georg Herlitz & Christoffer Söderstjerna
- 5:30 WE+ | CMU Insights Speed Briefing: What Exactly Is The 'Value Gap' All About? | Chris Cooke

### Wednesday, Nov 29

- 12:00 Sauna | The Swedish Music Tech Wonder | Grace McCallum & Sara Herrlin
- 1:30 Sauna | Hit Machine or Artist Brand? | Karin Forsberg & Erik Ohlsson
- 3:00 Sauna | Learn How to Create DJ Mixes And Run Music Marketing Campaigns on Pacemaker for iPhone | Olof Berglöf
- 3:15 Hima&Sali | Developing Business Models in Music Publishing | Tuomo Tähtinen & Linda Portnoff
- 4:30 Sauna | Building Personalized Digital Rigs for Live Performances with The MOD Duo | Gianfranco Ceccolini & Mauricio Dwek
- 4:30 Hima & Sali | Inside the Production | Jacob Hellner

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**SEE YOU AT SLUSH MUSIC!**

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