

Press release

01/02/2023

Cannes, land of international events

MIDEM+23: a successful renaissance

The international music event makes its big comeback in Cannes!

The precursor of the new Midem, from 19 to 21 January 2023 at the Palais des Festivals et des Congrès de Cannes and the Gare Croisette, was a great success with a wonderful line-up (Jean-Michel Jarre, Sofiane Pamart, Hyphen Hyphen, Fatboy Slim etc) and more than 9000 spectators who attended MIDEM+LIVE concerts. This international event, sponsored by Jean-Michel Jarre, brought together the first members of the MuSee+ community and several dozen speakers around quality conferences and talks. The first 100 founding members were there to build together the future MIDEM+, a new event model based on a community to make MIDEM+ the Cannes Music Festival. The next edition of MIDEM+ is scheduled for 24 to 27 January 2024 at the Palais des Festivals et des Congrès.



The MuSee+ community on the steps of the Palais des Festivals et des Congrès © Hopscotch



Concert Oxymore by Jean-Michel Jarre © Palais des Festivals et des Congrès

To face the challenges represented by the revival of this cult gathering of the music industry established in Cannes since 1967, the City of Cannes and its Palais des Festivals et des Congrès have joined forces with executive producers All Over / Panda Events, Hopscotch and Pianity. The concerts by Jean-Michel Jarre, Sofiane Pamart and Fatboy Slim were ***sold out***. In addition to these concerts, professionals from the MuSee+ community could also discover emerging artists such as Oceanus Orientalis and Mulabs & Moullinix feat Lala Tamar & Maalem Khalid Sansi.

A new MIDEM built by and for music professionals

Coming from five continents and 14 countries, these first 100 founding members (Deezer, Jukebox, Sesac, Horus Music, IFPI, Downtown Music Holding, Empire Records, Prodis, Sacem, Universal Music France etc.), professionals representing all professions in the sector, **met up to build the future MIDEM+ together.**

During the event, the community took part in a series of workshops and conferences to reflect on the following themes:

- major trends in the music industry;
- sound experiences in the metaverse;
- the upheavals linked to technological innovation;
- the growing success of women in the sector;
- Web3, a new way to create value in music.

It will meet throughout the year to put together the next edition, which is scheduled for **24 to 27 January 2024.**

Press contacts

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***About HOPSCOTCH**

Hopscotch is an international communication group created in France in 1968, led by its founders and managers, all guided by an entrepreneurial vision driven by its complementarity of expertise. HOPSCOTCH's guiding principle? "Global PR" which revolves around an innovative mix of digital, events, influence, public relations and marketing services. The company brings together, within its Paris Hub, in Lyon, Lille and internationally, more than 800 expert colleagues in all areas of communication: influence, events, activation, digitalisation, internal communication, public affairs, marketing services...

Convinced that the value of a company or organisation lies in the attention given to its relational capital,

Hopscotch structures its expertise around its own brand "Hopscotch" (Event / PR / Travel / Decision Makers / Congresses / Luxury), and specialist agencies: Alizeum, heaven, Human to Human, Le Public Système Cinéma, Le Public Système PR, Sagarmatha, Sopexa, Sport&Co and Uniteam.

Hopscotch is one of the few communication consulting agencies to have developed expertise in producing cultural events such as the "American Film Festival" in Deauville, "Reims Crime Films", the "Fantastic Film Festival" in Gérardmer and events that bring together a sector community such as "Cyber Week" in Rennes, the "Mondial de l'Automobile" motor show, "l'Usine Extraordinaire" manufacturing show and even events with societal challenges such as the "Etoiles du Sport" (Sports Stars) and "Solutions COP21".

Hopscotch now has an integrated international network, with 34 offices spread over 5 continents, allowing it to operate anywhere in the world.

Listed on Euronext Growth Paris (ISIN code: ALHOP FR 00000 6527 8), in 2021, the group represented a business volume of €153.7 million and a gross margin of €66.9 million.

***About ALL OVER/PANDA EVENTS**

All Over/Panda Events, a subsidiary and branch of the NSG Production holding, is a production company that's specialised for more than 7 years in organising large-scale public events with strong, exclusive concepts, as well as high added value.

Among these events, All Over in particular organises: "Les Plages Electroniques" in Cannes, which now welcomes 55 000 people for 3 days on the beach and at the Palais des Festivals, which has become an international benchmark for this type of premium event. The Festival is also available throughout the year in several original concepts such as "Les P'tites Plages" or "Villa Plages". The "Crossover Festival" in Nice, which has shone in the city centre for 15 years, and which is now in the diaries of 10 000 Côte d'Azur residents as the unmissable event of the post-summer period. Numerous variations have also sprung from this benchmark festival, such as the "Crossover Summer" which takes place throughout the summer season in the most beautiful towns of the Côte d'Azur (museums, citadel, ramparts, etc.), or for example the Crossover Live, Crossover Club and Crossover Radio evenings. All Over/Panda events is also behind "La Villa Jamel Comedy Club", which invites you to experience a different type of stand-up, in a friendly family picnic environment over 4 days for 3000 lucky people in the listed gardens of the Villa Rothschild in Cannes. Beyond these recurring events, the team defines its activity as a suggestion box, developing and improving business practices related to events and entertainment: carbon impact reduction solutions, inclusion, training, awareness raising, debates, support for artists... All Over/Panda Events has therefore established itself as a leader and reference operator within its region of the Côte d'Azur, a unifying force and facilitator of numerous collaborations.

***About PIANITY**

Pianity is the first French NFT music marketplace where artists and their community come together to create, collect and exchange limited edition tracks. Pianity's pioneering approach, which includes free listening for everyone and the ability for musicians to turn their tracks into NFTs, offers artists a new source of income, allowing them to be more independent and connect more closely with their fans.

Thanks to its mobile app, Pianity allows artists and their fans to create musical communities where collectors come together in private clubs to share exclusive experiences and contribute to the success of the artist.

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