



**Thursday Stream1:  
future music /  
Sala Macquinas, Estrella Damm**

10:00 - 10:40 / tipping points: trends that are shaping the future of music  
10:40 - 11:00 / scott cohen, chief innovation officer, warner music group  
11:00 - 11:20 / next phase of fan engagement: moving beyond consumption to active fan participation  
11:20 - 11:50 / networking break  
11:50 - 12:30 / what can music learn from other entertainment sectors adapting to digital?  
12:30 - 13:10: panel: the new model / industry  
13:10 - 13:20 / paying songwriters within 24 hours rather than 2 years  
13:20 - 14:10 / lunch  
14:10 - 14:50 / "rise of streaming in mena"  
15:00 - 15:35 / panel session : the changing tides of music metadata  
15:40 - 16:10 / coffee break  
16:15 - 16:25 - barcelona music tech hub  
16:25 - 16:55 / the future of cmos/pros, how tech will change the way pros operate  
16:55 - 17:15 / gold partner presentation - akuadolz studios presentation  
17:15 - 17:25 / songtrust partner presentation  
17:25 - 18:00 / special guest fire-side interview - tommyd  
18:00 - 19:00 / networking & drinks

**Thursday Stream2:  
digital content creators / new tech within music industry /  
Sala Bascules, Estrella Damm**

10:35 - 11:05 / keynote- muki kulhan: ceo, executive producer & creative tech analyst  
- muki-international ltd  
11:05 - 11:35 / how is the music industry evolving the way it analyses, understands and segments its audiences. how are techniques from other industries being bought in and what tools should every manager, label and artist be using.  
11:35 - 12:15 / article 13, ugc and me!  
12:15 - 12:55 / keynote interview with matthew herbert  
12:55 - 13:25 / start ups transforming the urban music scene  
13:10 - 14:10 - lunch

**Thursday Stream3:  
music for good /  
Sala Bascules, Estrella Damm**

14:10 - 14:50 / panel session on mental health for musicians  
14:50 - 15:30 / audiencenet. "the relationship between music and positive mental health"  
15:30 - 16:00 / networking drinks  
16:00 - 16:40 / panel session: ethical festivals & focusing on goals / how to manage it  
16:40 - 17:00 / learning by doing: the only path to music business education  
17:00 - close / everyone downstairs for closing keynote

**Friday Stream1:  
performance workshops /  
Sala Bascules, Estrella Damm**

10:00 - 10:40 / workshop with event partner: microfusa - synthesis with hardware and software  
10:40 - 11:20 / eumes workshop: ableton live performance workshop  
11:20 - 11:50 / networking break  
11:50 - 12:30 / samplers workshop  
12:30 - 13:10 / start up competition  
13:10 - 14:10 / lunch

**Friday Stream2:  
streaming & playlisting / sync listening lab  
with thirtytwo creative agency  
Sala de Coccio, Estrella Damm**

10:00- 10:40 / how streaming and playlisting is developing and the pros and cons around streaming  
11:00 - 12:00 / sync listening lab with thirtytwo creative agency

**Friday Stream3:  
latam music business stream /  
Sala Bressatge, Estrella Damm**

10:00 - 10:35 / the latin american music market: fad or the future?  
10:35 - 11:10 / latam music industry panel  
11:10 - 11:50 / networking break  
11:50 - 12:20 / facts and reasons of global boom of latin american urban music  
12:20 - 12:50 / music supervision and sync trends: an overview on recent big profile placements  
(and some latin highlights)