



Mobile Music Event

Speaker Information Pack
London - 30 November 2005

“Supporting Independent Mobile Music”



Association of Independent Music



The European Commission



www.mulimob.org

MuLiMob is part of the European Commission IST programme



Objective:

To stimulate discussion between Independent Music Labels and the Mobile Industry in order to support the music and artists you cannot find on commercial radio stations, thereby enhancing multilingual and multicultural diversity.





Rationale:

All major record labels, such as Universal Records, EMI and SONY BMG, have vast resources to deploy and capitalise on the Mobile Music opportunity.

Independent Labels and their artists are not represented and consumer offerings are now biased towards 'Top 50' commercial hits. Music diversity and multicultural representation is being compromised.

MuLiMob, supported by the EC, have collaborated with AIM to host this event with the view to aid discussion between the industry sectors in a fun and relaxed environment.





Event Format:

Introduction: *Douglas Rushkoff via Video* - [Author](#) on New Media and winner of the Marshall McLuhan Award for best media book
AIM Welcome Address - **Alison Wenham**, Chief Exec

Keynote: *Michel Lambot* - President of [Impala](#)
- Co-Chairman of [Play it Again Sam](#) (PIAS)

Panel: Mobile Network Operator ([Vodafone](#), *Ed Kershaw*, Head of Music)
Independent Music Label ([Beggars](#), *Simon Wheeler*, Head of New Media)
Independent Music Labels ([Impala](#), *Michel Lambot*, President)
Music Artist ([Cibelle](#) Music Artist and Media Activist)
Handset Manufacturer ([Nokia](#), *David Williams*, Director Global Music Sales)

Chairperson: *Hélène Abrand* -[MuLiMob](#) Team Leader

Networking and DJ Set from Brazilian artist [Cibelle](#)





Event Details:

Date: Wed 30 November 2005.

Time: 18:30 - 20:30 followed with DJ Set by [Cibelle](#)
Complimentary drink and canapés.

Price: Free for all participants.

Venue: Kettners Champagne Bar
29 Romilly Street
Soho
London
W1D 5HP

<[click here for online map](#)>





Organisers:



AIM Association of Independent Music (www.musicindie.org)

AIM promotes and protects independents on a national and international level. AIM helps companies of all shapes and sizes that are faced with a variety of problems on a daily basis and tells the world about the British independents.



MuLiMob (www.mulimob.org)

MuLiMob aims to make the most of Europe's multilingual and multicultural diversity. It enhances multilingual and multicultural services and applications for mobile users and workers.



European Commission (www.europa.eu.int)

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