

MIDEM - A Profile

Last year marked the 30th anniversary of the MIDEM Festival. The philosophy behind the convention was summed up by Xavier Roy, The Chief Executive Officer of The Reed MIDEM Organization in their commemorative brochure. "Today's world is increasingly governed by the most inventive and sophisticated technology, particularly in the field of communication, where professionals and companies alike have never before felt such a need for meeting "face to face."

It all started in 1963 when Bernard Chevy founded the international television programming market MIP-TV in Lyons, France. It was then moved to Cannes, where, in 1967, Chevy launched MIDEM as the first international market for music rights. In 1984, MIDEM RADIO, an International Radio Program and Equipment Market was created within MIDEM. The following year, the international film and program market for TV, video, cable and satellite broadcasters called MIPCOM was added to Chevy's group of conventions held in Cannes. By that time MIDEM had developed into the premier international music marketplace.

A year later, Chevy sold the three fairs to the British company TVS, Television South and it's subsidiary, Telso Communications. In 1989, they were acquired by the Reed International Group, the world's largest trade show organizer which continued diversification. In 1990, MIPIM was established for real estate professionals and in 1993, MIPCOM JUNIOR, dealing with children's programming, was added to the MIPCOM fair. Two additional conferences were added in 1994: MILIA was the first international multimedia event to focus on content, and the creative development of titles and programs and MIP ASIA expanded the MIP TV and MIPCOM concepts from Cannes to South East Asia. In 1995, MAPIC was set up to deal with retail real estate, and MIDEM ASIA was launched. This year MIPIM ASIA has been set for Singapore and MIDEM LATIN AMERICA & CARIBBEAN MUSIC MARKET has been announced for Miami Beach, Florida, both to take place in September.

Throughout this diversification process, the original MIDEM has also continued to grow. Last year the MIDEM festival in Cannes claimed some 11,000 participants from 3,620 companies. The main event focuses around the modern Palais des Festivals, with five floors of conference rooms, theatres, and a massive convention floor, hosting more than 1,700 exhibition booths. During the four days of the festival there are more than 60 concerts involving over 1,000 artists from around the world. Furthermore, as their promotional material points out, "Reed MIDEM Organization is conscious of the fundamental role which its markets play in facilitating meetings and contact between participants." This is also accomplished through various special events, press conferences, cocktail parties, and socializing in the bars and restaurants that Cannes is known for.

Having participated in MIDEM for more than 20 years, "New On The Charts" continues to find it the most important international gathering in the music industry.

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