

# IMX

INTERNATIONAL MUSIC EXPO  
上海国际音乐季

# 2021

## NEW WORLD

10/11 - 10/31



# IMX

INTERNATIONAL MUSIC EXPO

上海国际音乐季

# 2021

## IMX

### International Music Expo

An innovative global music exhibition, dedicated to discovering the latest global music industry trends, technology and business practices. Displaying the latest global products, services and innovations. Showcasing different international outstanding musicians and music brands, promoting global music trade, community integration, business cooperation and growth. Facilitating the healthy, sustainable development of the global music industry.



## 指导单位

上海市文化创意产业推进领导小组办公室

中国音像著作权集体管理协会

上海市文化创意产业促进会

## 国内支持单位

国家版权交易中心联盟

上海国家音乐产业基地

北京国际版权交易中心

广州市越秀区国家版权贸易基地

成都国际版权交易中心

## 海外支持单位

 爱尔兰驻上海总领事馆

 奥地利驻上海总领馆

 丹麦王国驻上海总领事馆

 挪威驻上海总领事馆

 芬兰共和国驻上海总领事馆

 保加利亚共和国驻上海总领事馆

 英国文化教育协会

 驻华韩国文化院

 韩国著作权委员会

## 合作伙伴

上海音乐谷（集团）有限公司

中央广播电视总台云听

虫虫网络科技有限公司

上海市张江公证处

北京联合信任时间戳有限公司

北京旭出东方国际文化创意产业有限公司

上海评弹团

上海馨忆民族室内乐团有限公司

上海昆聚文化传媒有限公司

中视小星星计划

## 全球联合协办单位

国际音乐合作组织 IMCO

全球音乐产业知识与技能服务平台 Music Ally

国际独立音乐联盟 WIN

意大利音乐贸易协会 Audiocoop

新西兰音乐贸易协会 IMNZ

澳大利亚维多利亚音乐发展办公室 VMDO

日本知名厂牌  
Avex Group 爱贝克斯集团（厂牌合作伙伴）

韩国 CJ 文化财团

美国音乐数据分析平台 Chartmetric

AEM STUDIO

ANGEL HOUSE



一城一夜 一座城市 ▶ 一场艺术夜宴

audasama



Ayng

NJV  
BARB



EATING  
EATING  
EATING



liquid



大鱼音乐



NO DEFINITION



来  
LIVE



SHIT.  
HOLD IT TOGETHER

SUB  
BASE



草台回声  
CAOTAI MUSIC



Fame



奇幻夜  
KOCOSPIRIT



APEX



B-UNIQUE

cleopold



INRI

Suliviza



Michelle Grant

AWAL

Ruth



WE ARE THE NIGHT

XINGKONG



9.7听在云听





# 2020Review

# 92 top level industry professionals engaged in 22 panel discussions.

 <b>I'M 2020</b> 音乐论坛 议题: 音乐创新科技 TOPIC: Tech and Lifestyle Trends Driving Music Innovation	 <b>I'M 2020</b> 音乐论坛 议题: 独立音乐人谈创作 TOPIC: Indie Musicians - Discussion on Creativity	 <b>I'M 2020</b> 音乐论坛 议题: 音乐与科技 TOPIC: Music and Tech	 <b>I'M 2020</b> 音乐论坛 议题: 短视频时代下的词曲版权发展 TOPIC: Publishing Copyrights in the Age of Short-video	 <b>I'M 2020</b> 音乐论坛 议题: 音乐厂牌-挑战与机遇 TOPIC: Record Labels - Challenges and Opportunities	 <b>I'M 2020</b> 音乐论坛 议题: 中外音乐合制案例分享 TOPIC: International Collaboration - Case Study	 <b>I'M 2020</b> 音乐论坛 议题: 音乐媒体 - 从 A 到 K (Kols) TOPIC: Music Media - From A to KOL
 <b>I'M 2020</b> 音乐论坛 议题: 简读《视听表演北京条约》 TOPIC: Brief reading of "The Beijing Treaty on Audiovisual Performances"	 <b>I'M 2020</b> 音乐论坛 议题: 创造力, 商业与影视音乐 TOPIC: Creativity and Business with Film Music	 <b>I'M 2020</b> 音乐论坛 议题: 音乐的传承与教育 TOPIC: Music Heritage and Education	 <b>I'M 2020</b> 音乐论坛 议题: 厂牌运营 - 在国内和国际视角下 TOPIC: Licensing Operations - Domestic and International Perspective	 <b>I'M 2020</b> 音乐论坛 议题: 流媒体音乐平台与独立音乐人 - 我们如何更好的合作? TOPIC: DSPs and Indie Artists - How can we work better together?	 <b>I'M 2020</b> 音乐论坛 议题: 建立与中国的桥梁-西方篇 TOPIC: Building the Bridge to China (Session Europe)	 <b>I'M 2020</b> 音乐论坛 议题: 疫情下, 线下音乐消费市场面临的挑战与机遇 TOPIC: How to Operate an Offline Organization in 2020
 <b>I'M 2020</b> 音乐论坛 议题: 音乐媒体 - 从 A 到 K (Kols) TOPIC: Music Media - From A to KOL	 <b>I'M 2020</b> 音乐论坛 议题: 全球音乐视频化趋势 TOPIC: The Global Trends in Music Livestreaming	 <b>I'M 2020</b> 音乐论坛 议题: 中国独立音乐人 - 你将如何突破海外市场? TOPIC: Chinese Indie Artists - How do you go International?	 <b>I'M 2020</b> 音乐论坛 议题: 中国和世界独立音乐发展-亚洲篇 TOPIC: The Growth of Chinese and International Indie Music (Session APAC)	 <b>I'M 2020</b> 音乐论坛 议题: 聊聊天游戏怎么玩音乐? TOPIC: Video Games and Music	 <b>I'M 2020</b> 音乐论坛 议题: 后疫情时代音乐未来的发展 TOPIC: The Future of Music in the Post-Pandemic Age	 <b>I'M 2020</b> 音乐论坛 议题: 我想在中国成为大人物...海外乐队如何在中国宣发 TOPIC: How to Promote International Acts in China



**IMX 2021 will be bigger and better: increasing the range of music genres, panel topics and territories to improve the overall impact.**

**I'M**  
INTERNATIONAL INDIE MUSIC SEASON  
上海国际独立音乐季  
2020



**IMX**  
INTERNATIONAL MUSIC EXPO  
上海国际音乐季  
2021





Together with global music industry partners, address the new challenges of the global epidemic, find new opportunities for the music industry, and jointly open a **"new world"** of sustainable and healthy development of the music industry



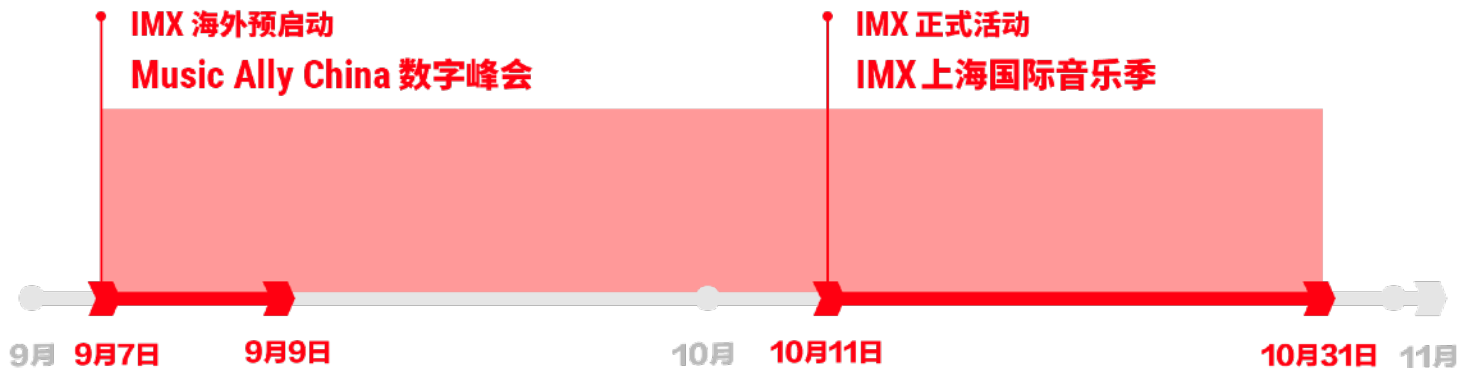


The very first “Metaverse Venue” in the world for music industry conferences. Connect reality with virtual reality of the world





# Schedule: two months of media coverage and top class exposure







**Hosting three major events and adding the “Music Business Expo” to IMX 2021 will increase the number of viewers and participants.**

**1**

## **Music Business Expo**

500 Global Enterprises

**2**

## **Global Music Showcases**

1000 artists across a range of diverse genres

**3**

## **Music Industry Conference**

34 panel discussions

**Broadcasting Channels:** live streamed through all global major platforms



Showcasing the latest products, services and successful use cases to a global audience and connecting with global business partners



1

**Music Business Expo**

Participated by global enterprises

**10–15 minutes**

# Showcasing new works from outstanding musicians all over the world



**2**

**Global Music  
Showcases**  
Global Artist Showcases

**5-8 minutes**

# A deep dive into the important issues for the global music industry, bringing together new perspectives and successful experiences



I'M 2020

Sam Which (主持人) -USA  
Elevator 合伙人

Jane Polubotko-UKR  
看见音乐国际部市场经理

Jef Vreys-BEL  
New Noise 创始人

Yu Yang-CHN  
Alter 合伙人

Archie Hamilton-GBR  
Splitworks 创始人

各位网友大家好

仅代表嘉宾个人观点

我想在中国成为大人物...海外乐队如何在中国宣发  
I want to break China! - Strategies on how to promote an international act in the Chinese market

国家对外文化贸易基地(上海)  
国家版权贸易基地(上海)

KANJIAN.COM  
看见音乐

星球发行

# 2

## Music Industry Conference

# 30-60 minutes

Global industry professional panel discussion



# Five major topics to be discussed about the current and future of the global music market

**Digital Music  
Copyright  
Protection**

**Music Creation and  
Promotion**

**Music Business**

**Music Technology**

**Global Market  
Insights**

# Industry Forum I: comprehensively protect copyrights in multidimensional ways, by refining the perspective and experience.



## Digital Music Copyright Protection

- Preservation and inheritance of traditional music
- The path to inheritance of Chinese traditional music
- Practices and case studies since the implementation of the new copyright law
- The significance of anti-monopoly policy on the music market and copyright protection
- Publishing Rights Protection
- Neighboring Rights Protection
- Music Trade Import & Export

More to come

# Industry Forum II: from creation to promotion tools, how to help facilitate growth for musicians.



- Exploring digital marketing tools and services
- Podcasts as artists' promotion tools
- Marketing practices in China
- International marketing for Asian and Chinese artists
- Idol vs singer. How can musicians improve their competitiveness?
- Understanding YouTube

More to come

# Industry Forum III: showcasing innovative, global, music technology case-studies and finding new opportunities for development.



- MQA's High-Quality Audio Technology
- Everything you need to know about NFTs
- Blockchain and international music copyright collaboration
- LyricFind and Its LyricIQ, the automated lyric "EMOTION & SENTIMENT ANALYSIS" Tool
- A case of PAAS from Playara

More to come

# Industry Forum IV: bringing together global music business ideas and successful experiences to facilitate cooperation.









- Understanding the main international streaming services
- Music distribution and international streaming services
- Music streaming in the fitness Industry
- Music and reading, the cross-over of different senses
- Music and gaming
- The development of music education under the new trend.
- Big data and copyright technology.

More to come

# Industry Forum V: global organizations share first-hand stats from the local market and give you insights into the frontier of the markets



## International Markets Insights

- UK music market report 
- Italy music market report 
- South Korea music market report 
- Malaysia music market report 
- Chile music market report 
- Russia music market report 
- Ukraine music market report 

More to come

# More and more top industry professionals from around the world are joining IMX 2021.



Jeppu Faurfelt  
Linkfire联合创始人&首席商务官



潘道昊  
音识科技创始人, 前网易云音乐、腾讯音乐品牌营销负责人



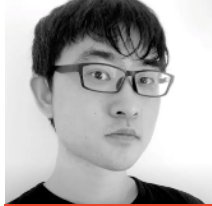
Keith Tan  
CD Baby亚太区总监



Blokur  
首席执行官



Kushal Patel  
Music Ally 培训部门负责人



朴东声  
芒果动听产品总监



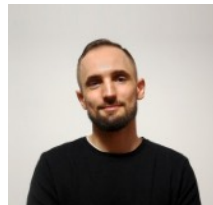
陈良  
北京北雷科技 CEO



任宇清  
爵士上海创始人



Vickie Nauman  
CrossBorderWorks创始人  
&首席执行官



Stephen Dowler  
Monstercat 亚太品牌经理



Ryan Edwards  
Audiooo首席执行官



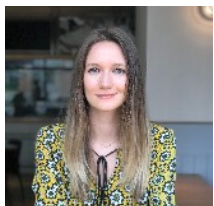
Bob Stuart  
MQA 创始人



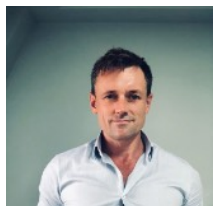
胡小惟  
星际卡布CEO



Haze  
中央广播电视总台国际流行音乐  
乐坛制HIFM 主持人



Jane Polubotko  
International Marketing  
Manager, Kanjian Music



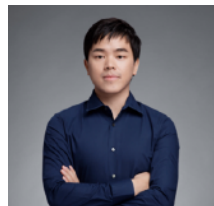
Chaz Jenkins  
Chartmetric 首席商务官



周家奇  
中礼和律师事务所



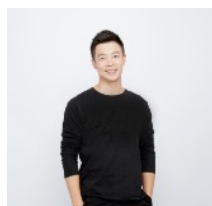
张玉峰  
娱乐营销公司高级合伙人



范志辉  
音乐先声创始人



国琨  
音乐协副总干事



徐海洋  
Keep

# IMX Globally Supported By

INTERNATIONAL MUSIC EXPO

Music Export Office

Music Industry  
Organization



英国独立音乐协会AIM



意大利音乐进出口办公室Italia Music Export



澳大利亚之声Sounds Australia



乌克兰音乐进出口办公室Music Export Ukraine



国际艺人和权利人协会 IAFAR



中国音像著作权集体管理协会



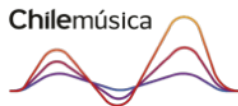
国际音乐商业学校 IMB School



智利独立音乐协会IMICHILE



聚焦威尔士 Focus Wales



智利音乐 Chilemúsica



澳大利亚维多利亚音乐发展办公室VMDO



欧洲音乐进出口办公室



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INTERNATIONAL MUSIC EXPO

## Music Technology Companies



英国运动音乐授权商ClickNClear



美国音乐数据分析平台Chartmetric



英国公共表演版权技术公司Audoo



美国全球音乐出版版权收集和管理公司Songtrust



行业领先的高分辨率音频技术公司MQA



加拿大歌词与数据授权商Lyricfind



英国B2B音乐技术公司



西班牙音乐业务管理服务公司Sonosuite



丹麦智能营销平台linkfire



英国XR内容平台Anything World



荷兰Playara



英国Blokur

# IMX Globally Supported By

INTERNATIONAL MUSIC EXPO

Music Industry  
Companies



全球音乐盛会Midem



美国音乐分发服务平台CD Baby



德国国际音乐权利开发领先机构 PRO Agency



音乐公司好乐无荒



加拿大独立电子音乐唱片公司 Monstercat



加拿大采样库Black Octopus



荷兰音乐发行公司FUGA



湖南广电官方音频平台芒果动听



中央广播电视总台国际流行音乐电台



知名健身APP



中礼和律师事务所



# The official IMX website is available in Chinese and English and is open for registration.



CONFERENCES

SHOWCASES

EXPO

What is IMX?

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## Music Ally China **Digital Summit**

7-9 September, 2021

The three-day event will consider a range of current and forward thinking topics for the Chinese music industry, with the main themes focusing on streaming, marketing and technology.

In association with  **MQA**

Supported by  

## IMX **Sessions**

11-31 October, 2021

We are hosting a series of panels and presentations from a wide range of organizations, discussing the latest trends, technologies and business practices. We are showcasing the latest products, services and innovations, exploring the newest wins for the industry.

## IMX **2020**

Available as VOD

More than 90 people took part in the conference in 2020, including representatives of A&G, AKQA, ByteDance, CAVCA, Changba, Chartmetric, IMCJ, IMNZ, IMPALA, MCSC, Midem, Migu Music, Monstercat, Music Ally Netease, Radio.cn, Sounds Australia, Space Shower, Tencent, Twitch, WIN, Xiami Music and YSL Beauty.

WATCH ON YOUTUBE

Register on the IMX official website: [chinaimx.com](http://chinaimx.com).

Participants from all around the world will share their contact information to promote mutual connection and cooperation



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[chinaimx.com](http://chinaimx.com)