

MIT Forum Presentation - March 23rd, 2016



MIT ENTREPRISE FORUM - MUSIC ON DEMAND

WHEN: March 23, 2016 @ 6:30 pm – 9:00 pm

WHERE: The Venture Hive, 1010 NE 2nd Ave, Miami, FL 33132

COST: \$35.00

CONTACT:

Jerry Bailey (Event Chair)

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Listening to a song now is likely to involve digital innovation. The music that used to be bought

and owned is increasingly an ephemeral choice, ordered for limited periods when and as wanted.

Delivery, consumption, and creation changes have been constants of the music industry. The evolutions have been from live to analog formats, to digital platforms such as compact discs and copies, to full downloads, and most recently internet streaming. Each shift has affected the relationship and income split between delivery intermediaries and the artists.

Ubiquitous internet access coupled with smart phone and tablet sophistication now offer access that previously required premium services or a PC. Join us as at Music on Demand with our moderators and participants to discuss topic such as:

- What will be the next iteration of content delivery and distribution?
- Will it involve music only or incorporate other mediums?
- Which new delivery platforms will be developed?
- What role might big data play in target marketing and sales?
- Will it be easier for new or independent artists to obtain a market for their creations?
- Will new intellectual property tensions arise?

Registration and networking – 6:30 PM

Discussion – 7:30 PM- 9:00 PM

Moderator:

Serona Elton, Esq.

Associate Professor & Director, Music Business and Entertainment Industries Program/VP,
Business Solutions – University of Miami/Warner Music Group

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Panelists:

David Ruttenberg

GRAMMY® Producer – AFM Engineer – BMI Writer

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Edwin Hernandez, PhD

Chief Technology Officer (CTO) – EGLA COMMUNICATIONS

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Kris Conesa,

Founder of Resident DJ

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Hosts:

Jerry Bailey

Principal – FrontStreet Partners, LLC

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John Bejarano

Head of Strategy and CEO – First Class Alliance

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