



MLOVE



Mobile x Music is presented by MLOVE & Reeperbahn Festival
Schmidt Theater, Hamburg on September 20, 2012

PRESS RELEASE:

Mobile x Music: GRAMMY's, Red Bull Audio and RJDJ confirmed to speak at brand new conference format

First international speakers are announced today for **Mobile x Music**, a high profile conference and interactive workshop during Reeperbahn Festival in Hamburg.

Hamburg, August 20, 2012 – MLOVE invites musicians, publishers, media, app developers and record labels to discover the unlimited opportunities that Mobile offers in terms of producing, sharing and publishing music. **Mobile x Music** is a one-day conference track is to discuss the latest developments, disruptive services and inspiring ideas organized by MLOVE and presented by Reeperbahn Festival. Speakers include:

- Beverly Jackson, Director Marketing, **GRAMMY's** (USA)
- Conrad Fritsch, CEO, **tape.tv**
- Michael Breidenbrücker, CEO, **RJDJ**
- Michael Brem, Head of Audio Portfolio, **Red Bull Audio**
- Holger Weiss, CEO, **Aupee!**
- **Ray Cokes**, MTV-Legend presents "Ray's Reeperbahn Revue"

Mobile start-up presentations include new app launches from appload.to, might.do, Audiodraft (Finland) and many more.

*"I am a huge fan of MLOVE events as they combine my two of biggest passions Music and Mobile! I am excited about sharing the stage with such a great line up of speakers and the enthusiastic European audience - really looking forward to rocking Hamburg and the Reeperbahn Festival", stated **Beverly Jackson**, Senior Director Marketing, Strategic Alliances and Social Media at the Los Angeles-based Recording Academy, GRAMMYs.*

Ticketholders can also participate in 3 days of Reeperbahn Festival Campus conference and networking. Also included: 280 concerts of the Reeperbahn Festival and a program of 40 arts projects - all accessible within walking distance from Schmidt Theatre.

Info & Tickets at: www.mlove.com/mobilexmusic

Mobile is changing Music with new opportunities & challenges!

Mobile technologies change the way we interact with music. From the device that we play music from; to the way it is recorded, published and shared. Learn about disruptive changes and new business ideas for artists, management and the music industry.

The Event Format & Location

Mobile x Music includes inspiring conference speakers, panel discussions, performances and ideation workshops. Participating in the Future Cubes means working in small groups, meeting fascinating people in the relaxed atmosphere of Schmidt Theater at the heart of the Hamburg Reeperbahn. Mobile x Music is supported by Mobile Monday Hamburg.



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About Reeperbahn Festival

20.000 visitors at Germany's Biggest Club- Festival – 200 Bands and solo Artists – 30 unique venues within waling distance

There is no other music festival in Europe with such a multifaceted density, in a unique atmosphere only Germany's most famous red light and entertainment district can offer. Being Germany's biggest club festival the Reeperbahn Festival, with it's three components Music, Campus and Arts, presents more than 200 concerts of international newcomers. In addition to enjoyable conferences, showcases and networking events, there are various crossover formats for music industry delegates and consumers,. With the extensive arts program including exhibitions, readings and film screenings, there is no other place in Germany where you can meet so many people from the national and international music and live entertainment industry. All of this in one place - no shuttles needed.

Reeperbahn Festival Campus is an innovative conference and B2B networking platform for the music and live entertainment industry in Northern Europe taking place in Hamburg, Germany. It attracts 2,000 music industry professionals, artists and media from 31 countries, more than 100 conference sessions, B2B events, meetings and networking opportunities.

About MLOVE

“Best Event in Mobile “ WIRED

“Meetup of the IT Avantgarde” Süddeutsche Zeitung

The **MLOVE ConFestival** brings together CEOs, innovators and entrepreneurs from across multiple disciplines to share, learn and cross-pollinate ideas with an array of scientists, artists and other thought leaders. The event exposes the mobile industry to the best minds outside of Mobile to maximize the opportunity of creating life-changing services and applications that can impact us all for the better.

The MLOVE tribe was founded in 2008 and started grass roots with an international group of “mobile passionistas”. MLOVE's goal is to stimulate new ideas and thinking which you can apply to your life, your business and to inspire others.

“The MLOVE ConFestival cemented its reputation as a ‘TED for Mobile’ by spoiling attendees by three days of inspirational talks and workshops” stated Will Samson, Editor at Contagious Magazine.

A free report of the latest edition of the European MLOVE ConFestival is available to download [here](#).

Get into the MLOVE vibe and check out the review and documentary of the MLOVE ConFestival 2012 [here](#).

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