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MITEF Think Tank Session V: The Future of Music Where is the Money? (4/16)

1 message

MIT Enterprise Forum of NYC <mefny@memberclicks-mail.net>

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**MIT**
ENTERPRISE FORUM
NEW YORK CITY**THINK TANK SESSION**THURSDAY, APRIL 16, 2015
5:30PM – 8:30PM

MIT Enterprise Forum of NYC Presents:
MITEF Think Tank Session V: The Future of Music
Where is the Money?

MITEF Think Tank Sessions on The Future of X
Tech perspectives for changing industries & audiences

Supplementary information on this session is now online:

- **Partial list of "lead participants" with notable industry experience**
- **Working outline of requested topics**

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The music industry has been in turmoil since Napster stormed in. 15 years later and there are still no calm seas in sight. Music remains a hotly contested domain. It often looks as if tech companies are winning out with innovative solutions around music distribution that take into account paradigm shifts from ownership to convenient access. Yet, labels and publishers remain crucial to the conversation as they negotiate royalties and protect copyrights.

Can recorded music recover or is all the future money in live concerts and t-shirts? Are there untapped -- and sustainable -- paths to monetize music? What do all those changes mean to the artist and to the record labels and publishers? How is technology empowering those who create and those who consume music?

It is up to the brightest minds in technology and business to find solutions to these exciting challenges – and how to profit from that.

We invite seasoned and fresh innovators, entrepreneurs who are currently monetizing the changing landscape, representatives from within the music industry, musicians as well as investors who provide the capital that moves the needle. Together, we will talk about challenges, solutions, and innovations in the space. All bright minds with an interest in the changes in this business and a willingness to actively contribute to the session are welcome.

PLEASE NOTE:

- This is no panel discussion but a unique Think Tank event format that asks all attendees to actively participate. Qualified attendees interested in being considered as "lead participants" are invited to introduce themselves with a short bio to the organizers. Lead participants are not panelists, and do not give prepared remarks, but are "first among equals," expected to be especially active in the give and take of our highly interactive dialog format. (To participate as a lead, please email to info@mitef-nyc.org with the subject "Think Tank Participation." Please be sure to check bio requirements [here](#). If registration has been closed, some reserved places may still be available.)
- Admission will be limited to facilitate high participation. Some places will be held for attendees with significant involvement in in this space).
- All free MITEF-NYC Member registrants will be required to re-confirm attendance a few days prior to the event, and all registrants are requested to notify us if they will not attend, so that seats can be made available to others. Please register online, but email to info@mitef-nyc.org with the subject "Think Tank Attendance" to confirm or cancel.

Please check periodically for continuing updates on requested topics and the growing list of lead participants for this session at: <http://futureofx.wordpress.com>

Think Tank Moderators:

- [Richard Reisman](#), President and Founder, [Teleshuttle Corporation](#)
- [Katja Bartholmess](#), Founder & CEO, [Gimme Gorgeous LLC](#)

Thanks to [Pryor Cashman LLP](#) for hosting this event!

DATE: THURSDAY, APRIL 16, 2015
AGENDA: 5:30pm - 6:00pm: Reception
6:00pm - 7:30pm: Think Tank Session
7:30pm - 8:30pm: Networking
PLACE: Pryor Cashman LLP - Directions
7 Times Square
New York, NY 10036
REGISTRATION: Free to members of MIT Enterprise Forum
\$50 non-members, \$10 extra at door
All members and guests are welcome.

Session Leaders Biography



Richard Reisman
President and Founder
Teleshuttle Corporation



Katja Bartholmess
Founder & CEO
Gimme Gorgeous LLC

Innovator and thought leader Richard Reisman has been advancing new services for people across the broad field of connectivity and media since long before the Web. He developed a variety of pioneering online services and holds about 50 patents now licensed by well over 100 companies. In 1996 he showed labels how enhanced music CDs could link to related Web sites. Currently he is developing a new dynamically adaptive monetization model for digital content such as music, as described [here](#). Reisman is president and founder of Teleshuttle Corporation, has managed and consulted for corporations of all sizes, and holds an AB from Brown University and an MS from Lehigh University.

Serial entrepreneur Katja Bartholmess is a professional brand builder and has conceptualized and launched e-commerce platforms, consulted brands and businesses in the areas of strategic communications, branding and positioning, digital and social. The German native has a keen eye for what today's global and interconnected audiences desire and utilizes her international outlook as well as her digital savvy to connect brands and audiences across the globe. She has worked and lived in Berlin, London, Pretoria, Tokyo, New York and holds a Master in Cultural Anthropology from Humboldt University Berlin.

Event Host:



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