

MXP4 CEO Albin Serviant to Address MIDEM on Business Models for Music Apps

Paris, France, December 30th, 2009 - MXP4, the developer of interactive music technology, today announced that CEO Albin Serviant will be speaking at the annual MIDEM (Marché International du Disque et de l'Édition Musicale) conference. As a company that helps generate new digital music based revenues for artists and labels, MXP4's model highlights how interactive music apps provide new revenue opportunities for the music, video game and marketing industries.

Serviant, who also served as EVP & GM at Vivendi Mobile Entertainment, is well positioned to discuss the monetization models for interactive music driven apps that result in new revenue streams across multiple platforms. During his session, Serviant will share expertise garnered from his current role at MXP4 as well as from years as Chief Marketing Officer at MUSIWAVE.

"I am very pleased to have the opportunity to address an audience that spans the entire scope of the music industry today at MIDEM," commented Serviant. "We are all part of an industry that is going through a period of rapid change, and I look forward to offering an optimistic view of the many paths the industry can follow to ensure a successful, prosperous future"

MIDEM, the world's largest music industry trade fair, will be held January 24-27, 2010 at the Palais des Festivals in Cannes, France. Since 1967, the annual event has been providing a forum for musicians, businesspeople, cultural policy makers, and journalists to discuss business, political and legal issues while showcasing new artists, musical trends and music-related products.

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About MXP4

MXP4 develops interactive music solutions that are changing the music experience for consumers by allowing them to play with the music. MXP4 delivers an interactive digital music experience which enables the music industry to explore new revenue opportunities and engage more closely with consumers. Based in Paris, investors include Sofinnova Partners and Ventech.!