

VidRack - Finalist at midemlab competition

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Vidrack.com, developers of a [WordPress plugin](#) that lets you ‘Add a video camera to your website’, have been selected as finalists, in the marketing and Social engagement category, for the **2014 midemlab competition, Feb 1 – 4**. Midem is an

international business tradeshow hosted by Vivendi, a French multinational and telecommunications company, and Pepsi Co. for the music industry hosted each year in the Palace of Festivals in Cannes, France. Each year midem hosts a competition for technology start-up companies called midemlab. Midemlab is a platform where startups and app developers compete against each other and gain international industry wide exposure in the music industry.

There are three categories, marketing and social engagement, recommendation and creation, and music discovery.

Each category has ten finalists that are selected by both a UK digital consultancy firm Music Ally and bluenove, a consultancy focused on open innovation. Together these two companies select ten finalists in each category, thirty in total, that have a chance to pitch their businesses in front of a panel of industry leading experts. The winners, from each category, will gain invaluable international exposure to the media, investors, and potential

partners & customers. One lucky company, selected as the Vivendi “Coupe de Coeur”, will gain privileged access to Vivendi’s subsidiaries.

Participating at midemlab is a great way to gain industry feedback from the leaders in the music industry. Valuable personalized coaching, for each finalist, will be provided by the lead marketing team at Pepsi Co. Winners will gain free access to all ReedMIDEM entertainment shows for a year and receive free advertising and free legal advice.

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