

## Godfather of Hip-Hop Chuck D to Head Line-Up

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The 'Godfather' of hip-hop, rap artist Chuck D, co-founder of the groundbreaking hip-hop group Public Enemy, is to present the Keynote Q&A address at the 7th annual Mobile Content World conference in London this September.

The hip-hop musician is the founder of Chuck D Mobile ( launched in April 2006 ), a mobile content aggregation company designed to bring music and video to the mobile device. His company's service provides ring tones, voice tones, music clips, video and full length songs from a wide range of artists. Chuck D says the service will let music lovers access more music by going around the middle man: the record labels, allowing new artists to gain more popularity without TV or radio play.

The legendary hip-hop artist will head an outstanding line-up of CEO level international speakers at this year's Mobile Content World conference. Other music industry heavyweights include Terry McBride the manager of Avril Lavigne, Dido and The Sterophonics, Tim Clark the manager of Robbie Williams, and Niamh Burne the manager of The Gorillaz and Blur.

Another innovative new segment for 2006 conference is the "Investor Lions Den: financing mobile content" live investment pitches featuring Doug Richards from BBC's Dragon's Den. Modelled on the television programme, this is a chance to see live business pitches to a hand picked panel of technology VCs, with SMS voting from the audience to assist in picking the most compelling business case.

The 7th annual Mobile Content World conference and exhibition will take place from at Olympia, London, UK from 19th – 21st September 2006. The full conference program and, exhibitor list and event updates are available at [www.mobilecontentworld.biz](http://www.mobilecontentworld.biz)