

A B2B MULTIMEDIA PLATFORM



HYPER HYPER MAGAZINE

Empowering the Electronic Dance Music Business

CELEBRATING 5 YEARS OF INNOVATION



THE FUTURE OF MUSIC B2B

The definitive organ for DJs, labels, and industry professionals in the electronic music landscape.

Hyper Hyper Magazine is a free press specializing in electronic dance music business, djing and clubbing scene: the whole world of the night & day biz in 50 pages. Hyper Hyper Magazine publishes exclusive breaking news, interviews and updates

BEYOND THE MAGAZINE

MULTIMEDIA ECOSYSTEM

Hyper Hyper is not just a digital magazine. It's a 360° platform featuring video podcasts, daily news, and dedicated industry insights.

SNELL & INNOVATIVE

A digital-first approach with over 300 interview episodes, constantly updated and available worldwide via high-speed links.

OFFICIAL MIDANCE MAGAZINE

Acting as the official communication tool for Midance, connecting the business since 2002 with a fresh, B2B focus.

B2B EXCLUSIVITY

We exclude consumer fluff. Our focus is 100% on record labels, distribution, tech, and the economy of nightlife.

GLOBAL EDM MARKET OUTLOOK



Source: Market Research Future & DataIntelo Analysis 2026

MUSIC TALK PODCAST



300+ EPISODES

Our historical Video Podcast calls upon dozens of industry insiders. From A&R managers to global superstar DJs, we dissect the music business in real-time.

Key Format: The Midance Monday, Music Talk and Sindacato del Suono.



THE INDUSTRY PILLARS



LEGAL BEAT

Rights, contracts, and sub-publishing management for the modern artist.



FIPI ANSWERS

Official focus on publishing and intellectual property with the International Federation.



ESIBIRSI

Everything about INPS, electronic invoicing, and bureaucratic compliance for artists.

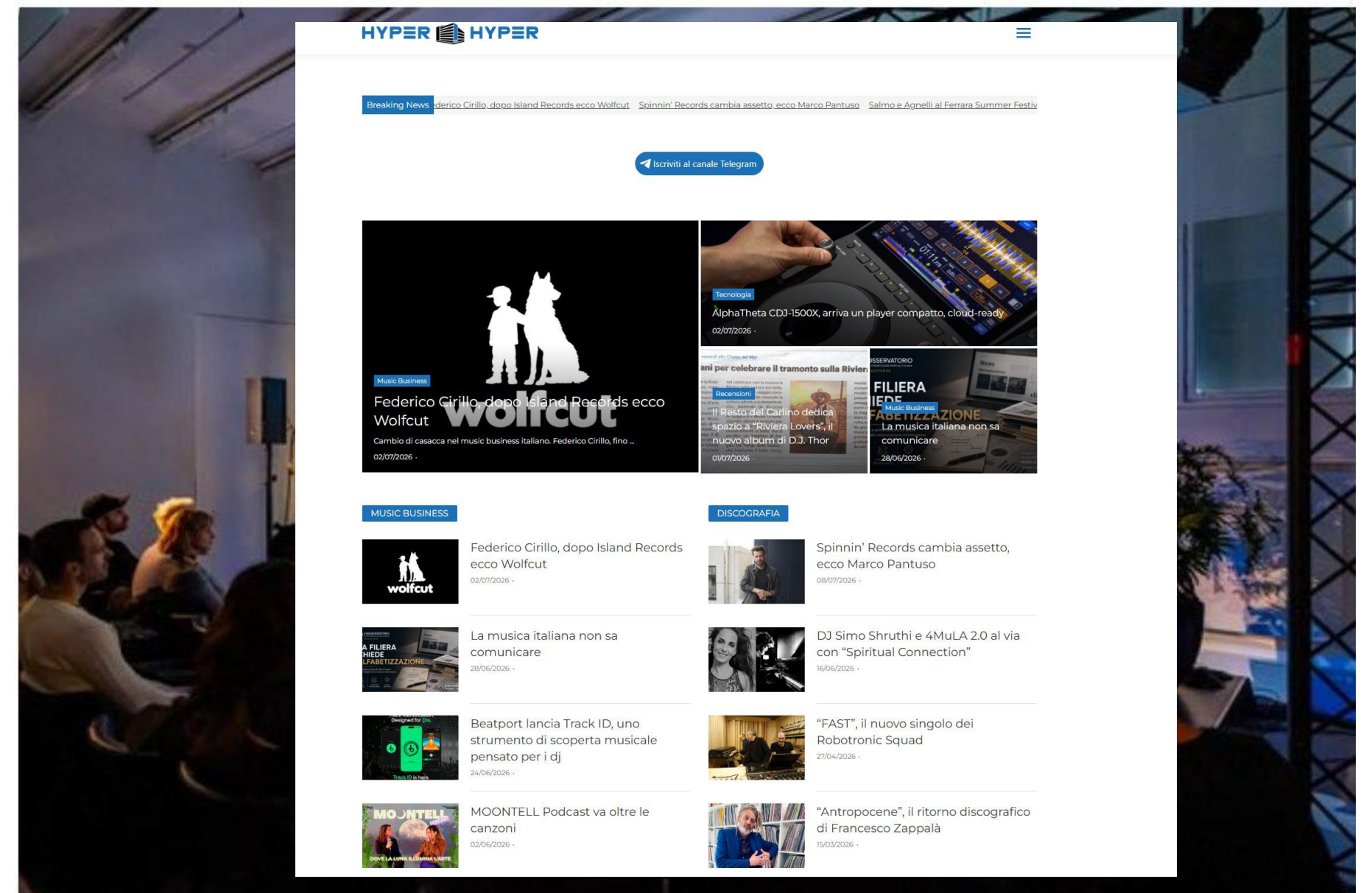
STRATEGIC MARKETING & BRANDS

SUPER WEBSITE

Marketing strategies developed in collaboration with sector gurus.

PLACING MEDIA

Case studies on how big brands invest in electronic music through sponsorships and synchronization deals.



MIDANCE LEGACY

2002

Foundation Year

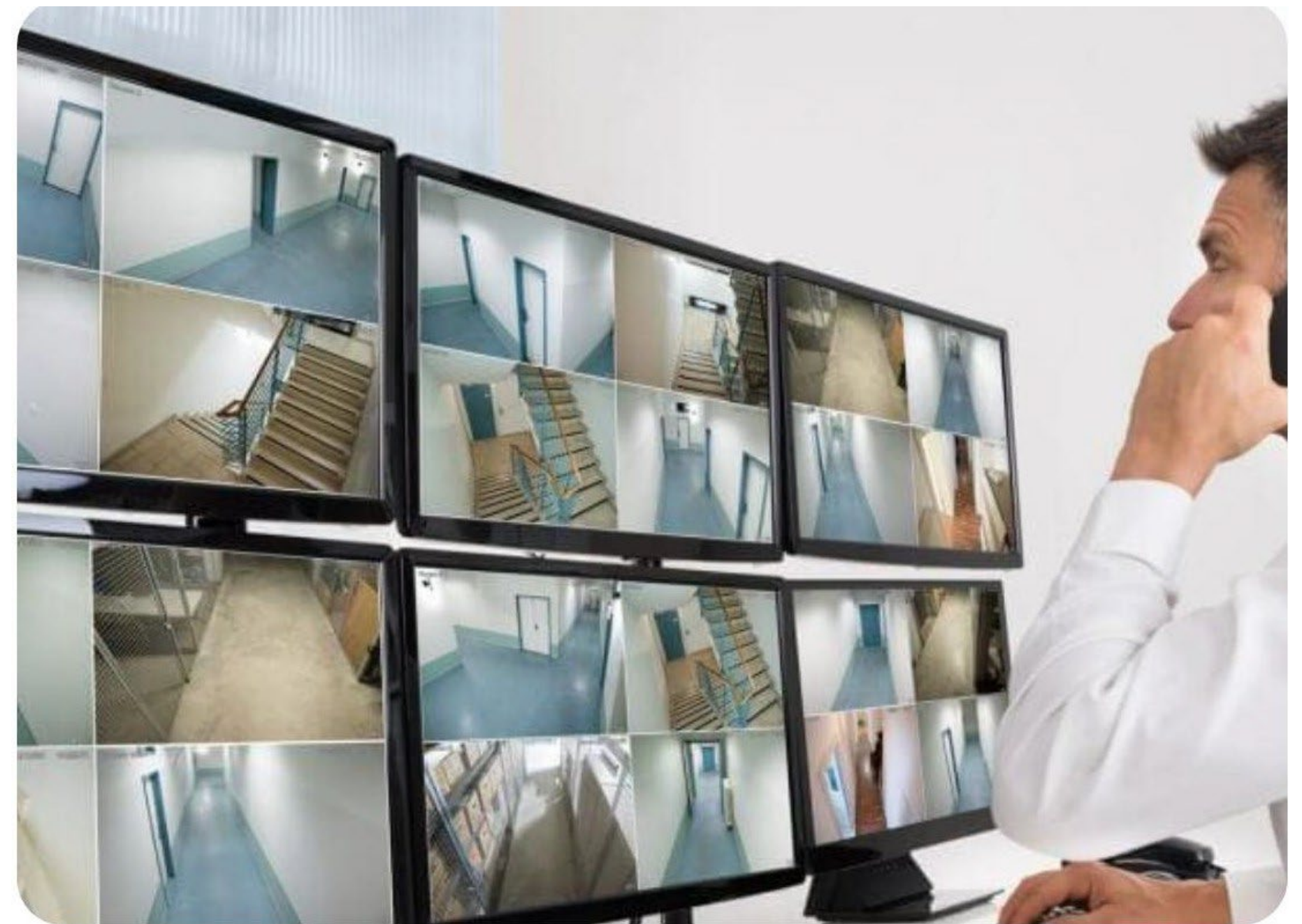
FRONT END STRATEGY

From Midance, the first major national event dedicated to scouting and networking. We value the artist starting from their core music.

Join us at **Amsterdam Dance Event 2026** for our next major announcement.

FORMATION & NIGHT ECONOMY

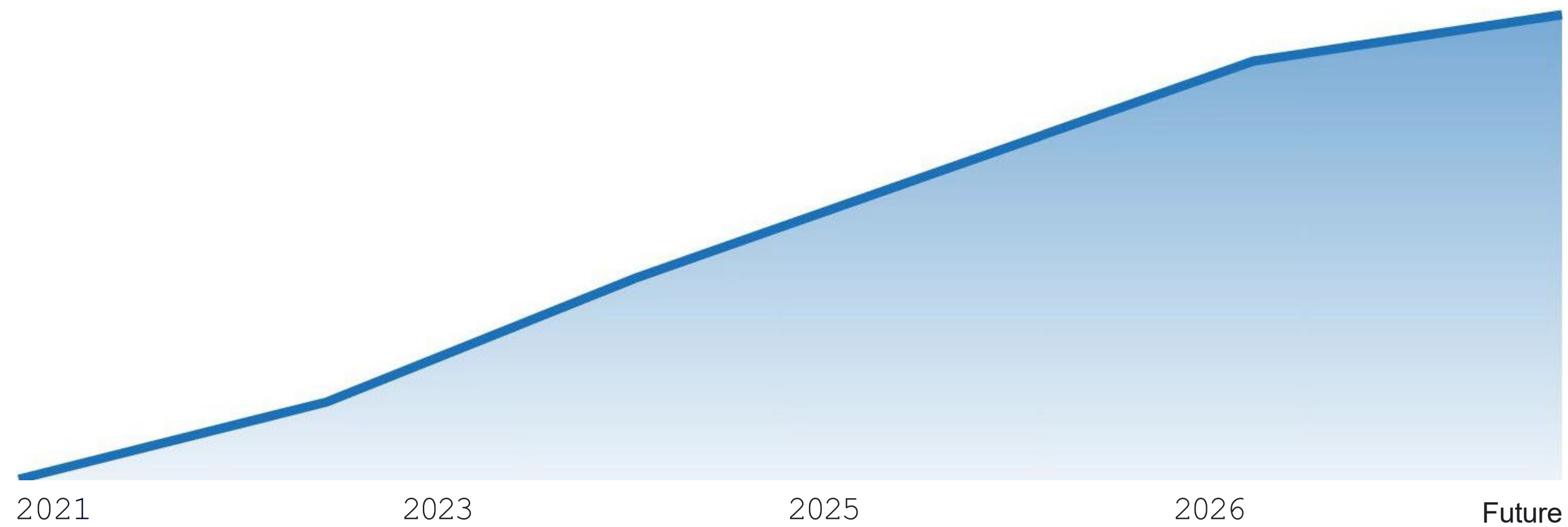
- **Training Centers:** Specialized courses and masterclasses from Reform Institute and 4CMP Academy.
- **Night Economy:** Strategies for venue managers and promoters in collaboration with Sindacato del Suono.
- **Safety & Licensing:** Managing relations with local administrations and optimizing operational costs.



QUARTERLY INDUSTRY FOCUS

Category	Focus Areas	Partners
Tech Backstage	Distribution Platforms, Anti-fraud Ticketing, AI solutions.	Innovation Labs
Legal & Publishing	Booking Contracts, Sample clearance, Copyright.	Legal Beat/ FIPI
Digital Expansion	Global market outlook and technology exploitation.	KdopeGroup
Education	Masterclasses for producers and industry professionals.	4CMP / Reform

AI ADOPTION IN MUSIC PRODUCTION



By 2025, over 60% of EDM producers utilize AI-driven tools in their creative process.

INFO

Format

PAGES: 70 full color SIZE: 21 x 29 cm

Readers: 50.000

HARD COPY ON PAPER for

editorial combinations and business ADV operations

Start from 4.000 copies

Readers: 20.000

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