

# THE NEW MUSIC BUSINESS GUIDEBOOK NMS 2014

**FEATURING:**



WELCOME TO THE **NEW** ERA OF MUSIC BUSINESS



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HOLLYWOOD, CALIFORNIA

# WELCOME TO THE 2014 NEW MUSIC SEMINAR



By Tom Silverman  
Executive Director New Music Seminar  
Founder/CEO Tommy Boy

The music business has come a long way since we re-launched NMS in 2009.

The music business had fallen from a retail value of \$14.3 billion in 2000 to \$7.8 billion in 2009. That's a loss of 56% of its value after inflation. By 2010, we finally hit bottom and, although CDs continued to decline by 15% or more each year, the growth in digital sales stemmed the decline. In 2013, when even digital sales began to decline, U.S. retail music revenue held flat around \$7 billion thanks to the growth in streaming revenue.

We are in the middle of a music business revolution. We are already one quarter of the way through the shift from a unit sales-based business to a music access business and we are not losing overall value during this revolution.

The New Music Seminar brings together the visionaries and thinkers in this space to discuss many of the issues that will determine the long-term health of the music business. This year you will hear the following critical topics driving a music business in transition.

- Music streaming and subscription potential, how to measure, monetize, and maximize them
- The globalization of the music business and what it means to

artists and the music business

- The reinvention of the artist/label deal for the new music business
- The growth of the independent sector and evolution of music distribution
- YouTube, and Vevo, make music video revolution: music videos become mandatory for every song
- High Resolution Audio: music audio quality finally returns after 25 years of decline
- The music business as a venture capital model
- Why radio still breaks more music than everything on the web

Please join the conversation and, most important, remember that you are surrounded by the people who will be running the next music business. Be sure to meet as many people as you can and share each other's visions. It is this cross-pollination of ideas that will lead to exciting new opportunities for you and a better world for artists and their investors everywhere.

**Have an expansive Seminar.**

**“Have a great seminar!”**

keep in touch with #NMS14

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WELCOME TO THE **NEW** ERA OF MUSIC BUSINESS



RECORDS





# PART 1: NMS DAYS

**SUPPORTING NEW MUSIC**

**NAVIGATING THE NEW MUSIC BUSINESS**

**WHAT'S THE MOST IMPORTANT THING  
A NEW SONGWRITER/MUSICIAN NEEDS TO  
KNOW ABOUT THE MUSIC BUSINESS?**

**HOW TO GET PAID!**

**SESAC INTRODUCES MONTHLY ROYALTY PAYMENTS  
FOR RADIO AIRPLAY AND CONTINUES TO LEAD THE WAY,  
PAYING FOR LIVE PERFORMANCES, FROM  
STADIUMS TO YOUR LOCAL CLUB.**

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# SUNDAY

<p><b>12:00 pm</b></p>	<p>Registration Opens at the Wyndham New Yorker Hotel</p>
<p><b>1:30 pm - 2:30 pm</b> Sutton Place</p>	<p><b>THE SCIENCE OF SCHMOOZING:</b> Building and working your network. Mastering the elevator pitch. Being in the right place at the right time. Goal setting and preparing. Making yourself memorable.  <b>CONDUCTOR:</b> Elliot Resnik (Associate, Shukat Arrow Hafer Weber &amp; Herbsman LLP)  <b>Players:</b> Emily White (Co-Founder, Whitesmith Entertainment), David Hazan (Founder, DLH Marketing), Allison Shaw (Founder and CEO, Manic Monkee MGMT), Glenn Litwak (Attorney, Glenn Litwak Esq.)</p>
<p><b>3:00 pm - 4:00 pm</b> Sutton Place</p>	<p><b>THE ARTIST IS A BUSINESS:</b> Passion for music is what got us here. Now how do you turn that passion into a sustainable business? These artist business managers will tell stories of success and failure, not due to their art, but due to the way artists manage their business.          Learn the dos and don'ts of running an artist business so you never have to take a day job again.  <b>Players:</b> Phil Sarna (Managing Director, PS Business Management LLC), Marc Moscovitz (CEO/Founder, Wealth Management Associates LLC), Perry Resnick (Principle/Artist Representative, RZO/Sound Exchange Board)</p>
<p><b>4:30 pm - 5:30 pm</b> Sutton Place</p>	<p><b>FOX ROTHSCHILD PRESENTS: THE LEGAL BIG FOUR (CLE):</b> The Big Four Artist Agreements: The current state of the art. These seasoned entertainment industry professionals discuss the following essentials: The Artist Operating Agreement, The Label Agreement, The Publishing Agreement, The Management Agreement.  <b>Players:</b> Michael Reinert (Partner, Fox Rothschild LLP), Lori Landew (Partner, Fox Rothschild LLP), Valerie Marcus, Esq. (Attorney, Law Office of Valerie Marcus, LLC)</p>
<p><b>5:15 pm - 6:30 pm</b> Crystal Ballroom</p>	<p><b>THE ART AND BUSINESS OF SONGWRITING</b>          This program will start with a song and the story behind it. Some rags to riches tales; song architecture techniques &amp; songwriting business advice. Watch the great Desmond Child weave through a few musical pieces and wrap it all up with a song.  <b>CONDUCTOR:</b> Desmond Child</p>
<p><b>7:30 pm</b> Webster Hall</p>	<p><b>NMS Opening Night Red Carpet Event @ Webster Hall</b> 125 E 11th St.</p>

## MONDAY

**8:00 am**

Registration Opens at the Wyndham New Yorker Hotel

**9:30 am**

Grand Ballroom

**Opening Remarks:** Tom Silverman (Executive Director, New Music Seminar & Founder/CEO, Tommy Boy Entertainment)

**Keynote:** Michael J. Huppe (President & CEO, SoundExchange)  
Radio Needs YOU

**10:30 am - 11:45 am**

Grand Ballroom

**TURNING THE STREAM INTO A RIVER:** The music industry is growing again...and it's all about streaming. Leaders of this growth sector share their vision for a much bigger and better music business.

**CONDUCTOR:** Cristina Alesci (Reporter, Bloomberg Television)

**Players:** Dennis Kooker (President, Global Digital Business and U.S. Sales, Sony Music), Sami Valkonen (Director of International Partnerships, Google), Colin Rushing (Senior Vice President and General Counsel, SoundExchange), George White (SVP of Music Licensing, Sirius XM)

Crystal Ballroom

**THE BRANDING OF COOL:** Round table discussion on developing artists, technology, and brands: an unlikely alliance.

**CONDUCTOR:** Frank Cooper III (CMO, Global Consumer Engagement, PepsiCo)

**Players:** Owen Grover (SVP of Content Partnerships, Clear Channel), Tommy Page (Head of Music Partnerships, Pandora)

**10:30 am - 12:30 pm**

Gramercy Park Suite

**MUSIC XRAY PRESENTS: A&R LIVE - MUSIC CRITIQUE AND SOUND SELECTOR SESSIONS:** Get your music critiqued by A&R executives from the big labels right there in front of your peers. See NMS website for information on how to potentially have your music heard.

**CONDUCTOR:** Mike McCready (Co-Founder and CEO, Music Xray)

**Players:** Fred Hanba (A&R, Tommy Boy Entertainment), Jeff Lanier (Founder/A&R, Label Recruit), Austin Rice (A&R, Columbia Records), Dylan Chenfeld (A&R, Razor & Tie), Success (A&R Director, Atlantic Records)

**NMS 14 CONFERENCE AUDIO GRACIOUSLY PROVIDED BY  
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**11:45 am - 12:45 pm**

Herald Square

**SOUNDEXCHANGE ARTISTS/LABELS WORKSHOP**

SoundExchange will explain what it is, why it pays, and how to get your share. Registering (free!) with SoundExchange can earn you royalties for plays on satellite radio, Internet radio, cable TV music channels and other services that stream sound recordings. Becoming a Member allows you to further maximize your royalties for streams around the world. SoundExchange is a non-profit, and an important source of revenue for all artists (big and small) and labels (indie and major): they've distributed more than \$2 BILLION to artists and labels so far. But thousands of artists and labels don't know they need to register, and millions in royalties haven't yet been claimed. Interactive and question-driven, this workshop will also cover need-to-know info on copyright, licensing, metadata, and legislation that will affect your career.

\* Light refreshments will be provided

**12:30 pm - 12:45 pm**

Grand Ballroom

**NMS Intensive:** Russ Crupnick (SVP, Industry Analysis, NPD Group)

**12:45 pm - 2:00 pm**

Grand Ballroom

**MUSIC BUSINESS LEGENDS: IT'S STILL ABOUT THE MUSIC:** Technologies come and go but great music is a constant. These legends share their biggest triumphs and disappointments.

**CONDUCTORS:** Tom Silverman (Executive Director, New Music Seminar & Founder/CEO, Tommy Boy Entertainment), Jerry "The Geator" Blavat

**Players:** Seymour Stein (Co-Founder/Chairman, Sire Records), Kenny Gamble (Co-Founder/Chairman, Philly International), Al Bell (Chairman/CEO & Owner, Al Bell Presents/Stax Records)

Crystal Ballroom

**MIDEM PRESENTS: THE GLOBALIZATION OF MUSIC:** We are approaching a time when all the world's music will be available everywhere at the same time. What will that mean to developing artists? Should music activity tracking be done by worldwide metropolitan area rather than the historical home market approach? Build your global strategy now; soon you will have no choice.

**CONDUCTOR:** Bill Werde (Guggenheim Digital)

**Players:** Daniel Glass (Founder and President, Glassnote Entertainment), Steve Hill (Head of Marketing & Projects, Warp Records), Andy Chen (CEO, Aspiro Group), Peter Szabo (VP Head of Music & West Ad Sales, Shazam), Ari Taitz (COO, ADA Worldwide)

Sutton Place

**FOX ROTHSCHILD PRESENTS: ARTIST LABEL DEALS, BACK TO THE FUTURE**

**(CLE):** It is 2024. 65% of music industry revenues are subscription, 15% is ad-supported streaming, 8% is music sales (vinyl and downloads), 5% is experiences and special products, 5% is SoundExchange and 2% is sync. 50% of revenues are domestic and 50% are international. Albums are around 15% of all revenue. We look back in amusement at the "record deals" that were still prevalent ten years ago in 2014. Label heads, lawyers and managers discuss the "new and improved" artist deal.

**CONDUCTOR:** Monika Tashman (Partner, Fox Rothschild LLP)

**Players:** Rosie Lopez (President, Tommy Boy Entertainment), Craig Averill (Attorney, Serling Rooks Terrara McKoy Worob), Tom Lipsky (President, Loud & Proud), Steven Ambers (Director of Royalties, GSO Business Management), Mike Martinovich (Artist Manager, Red Light Management)

**2:00 pm - 3:00 pm**  
Herald Square

**THE INTERNATIONAL BRAINSTORMING OPEN FORUM**

New Music Seminar presents its inaugural international meeting that will introduce the annual series of discussions designed solely with the international Music Business in mind.

Hear about New Music Seminar’s plans for building a forum for a high-level open discussion on challenges and issues in the global marketplace – how we can work together more efficiently to grow the music business, generate more income for companies and artists, and facilitate change. NMS will host representatives from over 30 countries this year. This is the prime opportunity for you to have your voice heard in building the future of the international music community at New Music Seminar.

**CONDUCTOR:** Peter Schwinge (General Manager, New Music Seminar)

**2:45 pm - 3:00 pm**  
Grand Ballroom

**NMS Intensive - Alex White (Co-founder and CEO, Next Big Sound)**

**3:00 pm - 4:15 pm**  
Grand Ballroom

**THE PRODUCERS MOVEMENT:** Producers have been the critical link to help artists connect to potential audiences. Now they are more relevant than ever as most are also involved with songwriting and some go on to become artists...see Bruno Mars and Pharrell Williams. We will discuss the state of the art of music production from artist psychologist to sound technologist to music consumer telepathist.

**CONDUCTORS:** Craig Kallman (Chairman & CEO, Atlantic Records) & Nile Rodgers

**Players:** Howard Benson (Producer, AAM), Andy Kipnes (CEO/Founder, AAM), Mike Caren (President, Worldwide A&R, Warner Music Group), Luke Laird (Songwriter, Creative Nation), Peter Asher (President, Peter Asher Management)

Crystal Ballroom

**INDEPENDENT LABELS COMING TO POWER:** 35% of sales market share and probably more than that of streaming market share, independent labels continue to take risks where majors fear to tread. Why independent labels may be a better choice for artists than majors.

**CONDUCTOR:** Darius Van Arman (Co-Owner, Secretly Label Group)

**Players:** Edward Vetri (CEO/President, WindUp Records), Craig Balsam (Co-Founder, Razor & Tie), Michael Goldstone (Founder/Owner, Mom + Pop Records), Shannon Houchins (CEO, Average Joes), Steve Greenberg (Founder/CEO, S-Curve Music), Jon Salter (General Manager, ATO), Kris Gillespie (General Manager, Domino)

Sutton Place

**ONLINE MEDIA MUSIC DISCOVERY:** Music fans want to know what’s next.

How do trusted advisors wade through the torrents of new music to make their recommendations? How does the modern-day “music review” spread to reach critical mass? How media is changing with the digital culture - what is the future? Just like radio, the limited amount of space is sought by thousands of artists and publicists. How do editors and writers select which stories, video premiers, and acts to cover? How are publicists becoming more creative in crafting their story? What new technologies are creating a more efficient process? What moves the needle and how can we use analytics to track effectiveness?

**CONDUCTOR:** Jay Frank (Founder/CEO, DigSin)

**Players:** Mark Richardson (Editor-in-Chief, Pitchfork), Andrew Flanagan (Writer and Editor, Billboard), Joe Carozza (Senior Vice President of Publicity, Republic Records), Andy Cohn (President + Publisher, The FADER)

**4:15 pm - 5:15 pm**  
Gramercy Park Suite

**INTERNATIONAL MUSIC MANAGERS FORUM (IMMF) MEETUP:** Music managers are at the forefront of the artist's career and are more influential than ever. Managers need to truly understand – and have networks developed in every sector of the music business both domestic and abroad – and NMS is where you make those connections. Come meet and network with music managers from across the globe to discuss the new era of music business.  
Open to all managers.

Herald Square

**WOMEN IN MUSIC MEETUP:** An open-door discussion forum on recognizing and encouraging female leaders in the music industry to discuss new initiatives and raise further awareness of the exceptional women that are breaking new ground in the music business.  
Open to all NMS delegates.

**5:15 pm - 6:30 pm**  
Grand Ballroom

**LABEL HEADS: THE GAMBLERS:** The music business is a high-risk game. Nobody wins even 50% of the time. With odds so low, how do label heads decide where to place their bets: head, heart, or balls? Label heads will share their excitement for some of their newest artists. They'll share their recent success stories as well as mistakes made in the past and the lessons learned.

**CONDUCTOR:** Jason Flom (President, Lava Records)

**Players:** Tom Corson (President & COO, RCA Records), Monte Lipman (Chairman/CEO, Republic Records), Avery Lipman (President/Co-Founder, Republic Records), Julie Greenwald (Chairman/COO, Atlantic Records), Alan Grunblatt (President, Entertainment One Music), Cameron Strang (Chairman and CEO, Warner Bros Records & Warner Chappell Music)

Crystal Ballroom

**THE BILLBOARD TOURING CONFERENCE PRESENTS: THE LIVE MUSIC**

**BUSINESS AND EMERGING ARTISTS:** Almost every artist must play for 50 people before they can play for 5,000. What is the secret to growing artist audiences from 50 to 5,000? How much is about the quality of the show itself? How much is about the popularity of a current or past hit song? Technology has brought the highest level of connectedness between artists and their fans. How has this affected the acceleration of the artist's journey from 50 to 5,000 or does it have any affect at all? Now that labels are signing less acts than ever, many agents are signing acts before labels. How do agents and talent bookers make a decision on who to bet on? What are the challenges between promoters, managers, agents and labels and are they any different now than they were 30 years ago?

**CONDUCTOR:** Ray Waddell (Executive Director of Content and Programming for Touring and Live Entertainment, Billboard)

**Players:** Marty Diamond (Head of East Coast, Paradigm Agency), Peter Shapiro (Founder, Owner, Brooklyn Bowl), Ben Weeden (COO, House of Blues Entertainment), Jake Gold (President, The Management Trust), Jordan Wolowitz (Co-Founder & Partner, Founders Entertainment/Governors Ball), Casey McCabe (Senior Talent Buyer, AEG Live), Matt Galle (President, Photo Finish Records/Paradigm Agency)

# NMS14

<b>Sutton Place</b>	<b>HIP HOP RESURRECTION:</b> After 6 years of decline, hip hop is reinventing itself. What happened and how can hip hop turn it around? If you look at hip hop as an industry in recession, what will it take to bring back prosperity and make it sustainable? <b>CONDUCTOR:</b> Al Branch (General Manager, The Blueprint Group) <b>Players:</b> Jonny Shipes (CEO, Cinematic Music Group), Rob Reef Tewlow (Music Director at Shade 45, Sirius XM), Peter Schwartz (Vice President and Head of Urban Music, The Agency Group), B-Dot (Content Director, Rap Radar)
<b>6:30 pm - 6:45 pm</b> Grand Ballroom	<b>Day 1 Closing Remarks</b>
<b>7:00 pm - 9:30 pm</b>	SoundExchange Industry Reception The Cutting Room (44 E 32nd St.)
<b>7:00 pm</b>	The party continues downtown for New Music Nights featuring the NMS Artist on the Verge Performers and other exciting new acts. See Festival Schedule handouts for set times.

# TUESDAY

9: 30 am

**REGISTRATION OPENS AT THE WYNDHAM NEW YORKER HOTEL**

10:30 am - 11:45 am  
Grand Ballroom

**FOX ROTHSCHILD PRESENTS: THE MUSIC PUBLISHERS MOVEMENT (CLE):**

How will the radical restructuring of the music business affect music publishing? Song-writer data and metadata and the importance of a global database. Direct deals with the biggest streaming services, performance revenues and international collection. Is technology disintermediating the publishing business so more money gets to the writers? What are these publishers most optimistic about and what are their biggest concerns?

**CONDUCTOR:** Tim Mandelbaum (Partner, Fox Rothschild LLP)

**Players:** Ralph Peer II (CEO, peermusic), Billy Mann (CEO, Green & Bloome/TOPL1NE), Neil Gillis (President, Round Hill Music), Ian James (Managing Director, Mushroom Music Publishing), David Renzer (Chairman, Spirit Music Group), Ross Charap (Partner, Arent Fox LLP)

Crystal Ballroom

**MUSIC VIDEO MANDATORY:** Videos are no longer an option, as YouTube has become both a revenue generator and a worldwide music exposure medium. Making a powerful music video has never been more important, not just for the hit single, but, perhaps, for every single. These video experts discuss the concept and the execution: how to make great videos quickly and inexpensively. How can labels/managers/artists build video into the process of making each song? Are labels ready to make thrice as many videos per artist per year than they ever did before? Who will make these videos? Mastering the \$5,000 viral video is the goal, how do we achieve it?

**CONDUCTOR:** Steve Gottlieb (Video Commissioner/ Bossman, Downtown/Video Static)

**Players:** Phil Botti (SVP Music Video and Content Production, Atlantic Records), DJay Brawner (Executive Producer/Director, Anthem Films), Jill Kaplan (Producer, Video + Content Production, Columbia Records), Jim Roppo (EVP of Marketing, Republic Records), Doug McVehil (Senior Vice President of Content and Programming, VEVO), Zachary Mortensen (Executive Producer, Ghost Robot)

Sutton Place

**HIGH RESOLUTION AUDIO IS COMING. ARE YOU READY?** Vinyl is up 36% this year. Beats headphones are nearing \$1 billion in revenue. Neil Young raised a record \$6 million on Kickstarter for high resolution audio product. There is no doubt that high resolution audio is coming. Are you prepared? Are the recordings you are making today ready for the much higher definition future? What you have to know about getting the best possible recording done today to insure that it will be ready for our high-resolution future.

**CONDUCTOR:** Michael Framer (Senior Contributing Editor, Analog Planet, Stereophile Magazine)

**Players:** Spencer Chrislu (Vice President, Digital Operations & Configuration Strategy, Warner Music Group), Craig Anderton (Executive Vice President, Evangelist, Gibson), Steve Guttenberg (The Audiophile, CNET), Alan Silverman (Founder/ Master Engineer, Arf! Mastering), Jerry Harrison (Talking Heads), Leo Hoarty (Founder, Sweet Vinyl)

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– Dechen Hawk



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– C.O.D.E.

<p><b>10:30 am - 12:30 pm</b> Gramercy Park Suite</p> <p><b>11:45 am - 12:45 pm</b> Herald Square</p>	<p><b>MUSIC XRAY PRESENTS: A&amp;R LIVE - MUSIC CRITIQUE AND SOUND SELECTOR SESSIONS:</b> Get your music critiqued by A&amp;R executives from the big labels right there in front of your peers. See NMS website for information on how to potentially have your music heard.  <b>Conductor:</b> Mike McCready (Co-Founder and CEO, Music Xray)  <b>Players:</b> Talya Elitzer (Director of A&amp;R, Capitol Records), Jenna Rubenstein (Creative, Insieme Music Publishing, Glassnote Entertainment), Alyssa Castiglia (A&amp;R Representative, Island Records) Stephanie Karten (A&amp;R, Robbins Entertainment), Chloe Weise (A&amp;R, RCA Records)</p> <p><b>SOUNDEXCHANGE DIGITAL RADIO WORKSHOP</b>  This workshop will cover "Licensing 101", what radio is paying and why. We will address the most common problems digital radio providers encounter and provide suggestions for correcting these difficulties. This workshop will be 25% presentation and 75% interactive. Bring your questions and notebooks.</p> <p>* Light refreshments will be provided</p>
<p><b>12:25 pm - 12:45 pm</b> Grand Ballroom</p>	<p><b>NMS Intensive:</b> Will Page (Director of Economics, Spotify)</p>
<p><b>12:45 pm - 2:00 pm</b> Grand Ballroom</p> <p>Crystal Ballroom</p>	<p><b>SUBSCRIPTION MUSIC: THE MUSIC BUSINESS'S BRIGHT FUTURE:</b> The leaders of the exploding music subscription sector explain why music subscription will drive exposure and revenues for artists and their investors in a way that records never could. How can the music industry get behind the subscription wave and accelerate the consumer adoption of subscription music?  <b>CONDUCTOR:</b> Ralph Simon (CEO and Founder, Mobilium Global)  <b>Players:</b> Mark Piibe (EVP, Global Business Development &amp; Digital Strategy, Sony Music), Stephen Bryan (EVP, Digital Strategy and Business Development, Warner Music Group), Paul Springer (Senior Vice President, Rhapsody), Tamara Hrivnak (Director, Partnerships, Google Play Music), Julien Simon (VP Music Rights and US Operations, Deezer), Steve Blatter (SVP/General Manager, Music Programming and Digital Music, Sirius XM)</p> <p><b>THE VENTURE CAPITALIST, THE BANKER, THE RECORD COMPANY, THE MUSIC PUBLISHER: REEXAMINING THE BUSINESS MODELS FOR THE MUSIC INDUSTRY:</b> Venture capitalists and a banker show us different ways of looking at the label business model and the music publishing business model. How are they similar and what can the music industry learn from these financial sectors? If you are thinking about starting a label or a publishing company or you are running one now, this session is a must.  <b>CONDUCTOR:</b> Ted Cohen (Managing Partner, TAG Strategic), Tom Silverman (Executive Director, New Music Seminar &amp; Founder/CEO, Tommy Boy Entertainment)  <b>Players:</b> Jane DeFlorio (Former Managing Director, Deutsche Bank), John Rudolph (Principle, Music Analytics), Julie Swidler (Executive Vice President, Business Affairs and General Counsel, Sony Music Entertainment), Kathleen Utecht (Partner, Comcast Ventures), Jacob Brody (Partner, MESA+)</p>

<p>Gramercy Park Suite</p>	<p><b>FOX ROTHSCHILD PRESENTS: SO SUE ME: UNDERSTANDING THE PERILS AND OPPORTUNITIES OF LITIGATION (CLE):</b> Stories of good things gone bad. How to deal with litigation threats. When never to sue. When to threaten litigation. Understanding the costs of litigation. Are any of us safe? Sampling, cover songs, DMCA takedown notices and infringements, copyright infringements, breach of contract issues.</p> <p><b>CONDUCTOR:</b> Alan Friedman (Partner, Fox Rothschild LLP)</p> <p><b>Players:</b> Clark Miller (Executive Vice President, Warner Chappell), Christine Lepera (Partner, Mitchell Silberberg &amp; Knupp), Carla Miller (Vice President, Litigation Counsel, Universal Music Group), Aaron Fuchs (President, Tuff City Records), Seth Berman (CEO, Nixon Peabody)</p>
<p><b>2:45 pm - 3:00 pm</b> Grand Ballroom</p>	<p><b>NMS Intensive - TBA</b></p>
<p><b>3:00 pm - 4:15 pm</b> Grand Ballroom</p> <p>Crystal Ballroom</p> <p>Sutton Place</p>	<p><b>THE MANAGERS MOVEMENT:</b> Should artists have a voice in the overall music business? Managers share their optimism and concerns about the direction of the new music business. Where does the manager stop and the label start? Today's manager must manage both the physical and the virtual worlds of the artist. They must manage flow of not only the artist but their total creative output including: music, video, photography, text, and performance across the physical and non-physical universe to maximize the long-term exposure and monetization of their artists. It's a brand new game. Managing an artist's attention graph.</p> <p><b>CONDUCTOR:</b> Mathieu Drouin (Co-Founder, Crystal Math Music)</p> <p><b>Players:</b> Mark Kates (Founder, Fenway Recordings), Danny Goldberg (Manager, GoldVE)</p> <p><b>BMI PRESENTS: THE SONGWRITERS MOVEMENT:</b> Songwriters share their success stories and also their mistakes and how to avoid them.</p> <p><b>CONDUCTOR:</b> Peter Asher (President, Peter Asher Management)</p> <p><b>Players:</b> Mark James, Steve Dorff (Composer/ Producer, SHD Music, Inc.), Graham Gouldman</p> <p><b>DANCE MUSIC:</b> It's Not Just A Disco Bubble: How can growth be sustainable? What the dance music business can learn from the country business. We will discuss the relative importance of songs, artists, productions, radio, alternative exposure outlets, touring and generally expanding the dance music ecosystem.</p> <p><b>Players:</b> Patrick Moxey (President, Ultra Music), Geronimo (Senior Director of Programming, Sirius XM), Prem Akkaraju (Chief Content Officer, SFX Entertainment), Senthil Chidambaram (CEO, Dancing Astronaut), Lee Anderson (Agent, AM Only), Victor Lee (COO, USA, PRMD Music), Glenn Mendlinger (Senior VP/ General Manager, Astralwerks Records)</p>
<p><b>5:00 pm - 5:15 pm</b> Grand Ballroom</p> <p>Crystal Ballroom</p>	<p><b>NMS Intensive:</b> Jim Lidestri (Founder &amp; CEO, Border City Media, Inc.) New Music Analytics - The Road Ahead</p> <p><b>NMS Intensive:</b> Dan Mason (CEO, CBS Radio)</p>

# NMS14

<p><b>5:15 pm - 6:30 pm</b> Grand Ballroom</p> <p>Cristal Ballroom</p> <p>Sutton Place</p>	<p><b>THE A&amp;R MOVEMENT: WHERE IS MUSIC HEADED?</b> The young guns of A&amp;R chart the future of music. This movement will also review the Top 3 Artists from the NMS “Artist on the Verge Project,” where the winner will win marketing, promotion, musical equipment and services valued around \$100,000.  <b>CONDUCTOR:</b> David Massey (President, Island Records)  <b>Players:</b> Talya Elitzer (Director of A&amp;R, Capitol Records), Alyssa Castiglia (A&amp;R Representative, Island Records), Brandon Davis (A&amp;R Manager, Atlantic Records), Jon Coombs (General Manager, Secretly Canadian Publishing), Jenna Rubenstein (Creative, Insieme Music Publishing, Glassnote Entertainment), Austin Rice (A&amp;R, Columbia Records), Jessica Strassman (A&amp;R Representative, Startime International), Patch Culbertson (A&amp;R Manager, Republic Records), Dylan Chenfeld (A&amp;R, Razor &amp; Tie)</p> <p><b>RADIO: THE WORLD’S BEST DISCOVERY ENGINE:</b> Why does radio still break more music than everything else on the web combined? America’s top radio programmers talk about why radio continues to dominate new music exposure and what radio knows about their audiences that digital services have yet to learn.  <b>Players:</b> Steve Blatter (SVP/General Manager, Music Programming and Digital Music, Sirius XM), Michael Martin (VP/Top 40 Programming CBS Radio), Jimmy Steal (Programming Director, Power 106), Jay Stevens (Senior Vice President of Programming Content, Radio One, Inc), Peter Szabo (VP Head of Music and West Ad Sales, Shazam)</p> <p><b>MUSIC DISTRIBUTION IN TRANSITION:</b> The role of the music distributor is changing radically. Once a pick pack and ship, billing and collection operation, the new functions include a whole suite of services to support labels.  <b>CONDUCTOR:</b> Dick Huey (Founder, Toolshed, Inc.)  <b>Players:</b> Dominic Pandiscia (President, Caroline), Mike Jbara (President, ADA Worldwide), Robb McDaniels (Founder and CEO, INgrooves Music Group), Michael Healy (Executive Vice President, Music &amp; Distribution, Entertainment One), Mike Harris (EVP/General Manager, Caroline), Brad Navin (CEO, The Orchard)</p>
<p><b>6:45 pm</b> Grand Ballroom</p>	<p><b>ARTIST ON THE VERGE AWARDS</b></p>
<p><b>7:00 pm</b></p>	<p><b>Final Remarks</b></p>
<p><b>7:30 pm</b></p>	<p>The party continues downtown for New Music Nights featuring the NMS Artist on the Verge Performers and other exciting new acts. See Festival Schedule handouts for set times.</p>

# **NEW MUSIC** **SEMINAR**

**WELCOME TO THE NEW ERA OF MUSIC BUSINESS**



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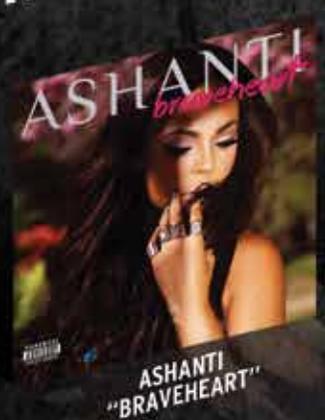
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TELEVISION

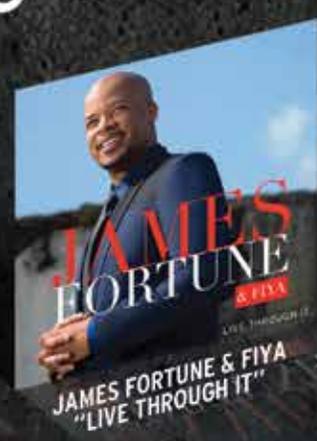
MUSIC

WE ARE **NORTH AMERICA'S #1** INDEPENDENT LABEL AND DISTRIBUTION COMPANY

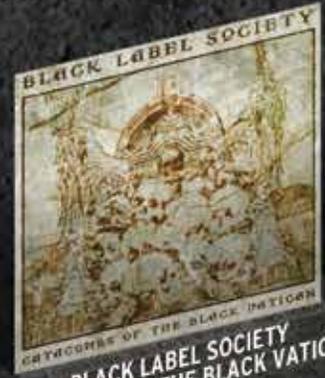
4 TOP 10 RELEASES ON billboard 200 INCLUDING 3 #1 INDIE CHART DEBUTS



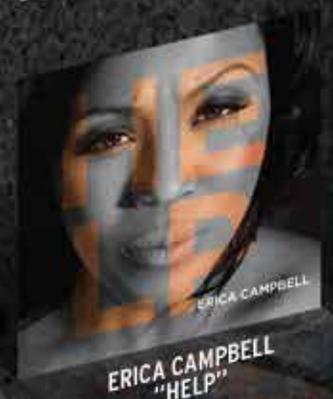
ASHANTI "BRAVEHEART"



JAMES FORTUNE & FIYA "LIVE THROUGH IT"



BLACK LABEL SOCIETY "CATACOMBS OF THE BLACK VATICAN"



ERICA CAMPBELL "HELP"

# NMS: THE LEGEND CONTINUES



# CONDUCTORS & PLAYERS



## PREM AKKARAJU

### Chief Content Officer, SFX Entertainment

Formerly a Partner at InterMedia Partners, a \$700 million private equity fund, Mr. Akkaraju focused exclusively on niche media, entertainment companies and cable television networks. Select investments included Vice Media Group, Soul Train, Gospel Music Channel and Control Room. Prior to InterMedia, Mr. Akkaraju was head of operations and business development for Sanctuary Music Group. During earlier years in banking Mr. Akkaraju was a principal of JPMorgan Entertainment Partners, the entertainment-focused affiliate fund of JPMorgan Partners, with select investments in Palm Pictures, Atom Films and LicenseMusic.com. Prior to JP Morgan, Prem was a financial analyst in the Media & Entertainment Investment Banking Group at Salomon Brothers Inc. Mr. Akkaraju has an MBA from Columbia University.



## CRISTINA ALESCI

### Reporter, Bloomberg Television

Cristina Alesci covers deal-making, private equity and venture capital for Bloomberg Television. Based in New York, she also reports on the city's thriving start-up community. Alesci broke news on some of the highest-profile and most competitive private equity deals and initial public offerings in 2013; Dell, Neiman Marcus and SeaWorld. She has interviewed many prominent newsmakers in her career, including Carlyle Group co-founder David Rubenstein, Twitter founder Jack Dorsey, Blackstone Group Chairman and CEO Steve Schwarzman, Blackstone Group President and COO Tony James and KKR co-Chairman and co-CEO Henry Kravis. Cristina also covers music and entertainment -reporting on the companies and people reshaping the business as it evolves. She has covered and broken news on stories ranging from the sale of Warner Music to the initial public offering of SFX - electronic dance music event producer. In addition, Alesci has interviewed numerous industry executives, investors and EDM artists, including David Guetta, Tiësto and Sebastian Ingrosso. Prior to joining Bloomberg L.P. in February 2009, Alesci worked at Pfizer in New York, and at law firm Sidley Austin LLP. Alesci earned her undergraduate degree from Pace University, and her graduate degree from City University of New York's Graduate School of Journalism.



## STEVEN AMBERS

### Director of Royalties, GSO Business Management

Steven has over 25 years of experience, performing and supervising royalty audits worldwide on behalf of licensors of intellectual properties. His background includes conducting the due diligence reviews required when evaluating potential acquisitions; this includes record companies, music catalogs and extends to the valuations of royalty streams such as "Bowie Bonds." Mr. Ambers also consults with both talent and corporations, regarding the development and expansion of specific entertainment businesses. During negotiations, he often advises on the ramification of specific royalty provisions that are being considered. He also consults and prepares royalty accounting reviews and projections for licensing, music and movie companies. In 1999, Steven co-founded the Royalty Review Council where he was credited with being one of the first to attempt to collect data about online sales of items, ranging from music to videos, helping copyright and trademark holders collect the royalties due them. In 2013 Steven joined GSO Business Management.



## CRAIG ANDERTON

### Executive Vice President / Evangelist, Gibson

Craig Anderton is an internationally-recognized authority on music and technology. He has played on, produced, or mastered over 20 major label recordings. Craig performed session work on many pop music tracks in the 1970s on both guitar and keyboards, he has played Carnegie Hall, and more recently - has mastered well over a hundred tracks for various artists. Mr. Anderton has written 26 books on musical electronics, and over a thousand articles for magazines like Electronic Musician, Keyboard, Sound on Sound (UK), Rolling Stone, Guitar Player, and several European publications. He coined the term "Electronic Musician" and in the mid-80s, co-founded the magazine bearing that name.

He currently serves as its executive editor. Craig has also been a pioneer in the online community; his “Sound, Studio, and Stage” forum has been ongoing since 1995 - amassing over a million posts over that period of that time. It’s now being hosted on [www.harmonycentral.com](http://www.harmonycentral.com), where Craig holds the position of editor in chief. Known for his ability to de-mystify complex technical topics, Craig Anderton has lectured on technology & the arts; traveling extensively to 37 states, 10 countries, and delivering his wisdom in three languages! He maintains an active career - mastering, writing, video production, mixing, and performing.



## LEE ANDERSON

### Agent, AM Only

Lee Anderson has over a decade of experience in the live music industry. After spending nearly six years promoting shows in the Northeast, he joined AM Only in 2008. His list of clients includes Skrillex, SBTRKT, Zedd, Disclosure, and Tommy Trash. In 2012 Billboard Magazine featured Anderson as one of their 40 executives under the age of 40.



## PETER ASHER

### President, Peter Asher Management

In 1964 Mr. Asher was one half of the duo Peter & Gordon, who amassed nine Top 20 records. In 1968, as head of A&R for the Beatles’ APPLE RECORDS, he discovered, signed and produced James Taylor. By 1971, he had founded Peter Asher Management, and was representing James Taylor, Linda Ronstadt, Joni Mitchell, Carole King, Randy Newman and more. In his role as a producer, Peter has worked with such diverse artists as James Taylor, 10,000 Maniacs, Diana Ross, Neil Diamond, Ringo Starr, Linda Ronstadt, Hans Zimmer and Cher, and many others. He has produced thirteen Grammy Award-winning recordings, and in both 1977 and 1989 he was awarded the Grammy for “Producer of the Year”. Recent projects include the album by Steve Martin & Edie Brickell “Love Has Come for You” with the title song winning Best Roots Song in the recent Grammy awards. His latest production project, a re-imagining of the album “Goodbye Yellow Brick Road,” has just been released. Mr. Asher and Elton John worked with current artists such as Ed Sheeran, Miguel, Hunter Hayes and Fall Out Boy; all singing the album’s classic songs.



## CRAIG AVERILL

### Attorney, Serling Rooks Ferrara McKoy & Worob, LLP

Prior to practicing law, Craig was the general manager of Gypsy Records which was a joint venture with music business legend Walter Yetnikoff’s (former president of CBS Records/Sony Music) Velvel Music Group. Craig has been practicing law in the music space since 1999 and joined Serling Rooks Ferrara McKoy & Worob in 2008. His law practice has an international focus and he concentrates in the areas of music, marketing and branded content. He represents a variety of clients including recording artists, music producers, songwriters, management companies, independent record labels, independent publishers, production companies and marketing companies. Craig Averill received his undergraduate degree from The Catholic University of America in 1988 and was awarded his Juris Doctor from New York Law School in 1993.



## CRAIG BALSAM

### Co-Founder, Razor & Tie

CRAIG BALSAM is the Co-CEO and co-founder of Razor & Tie, an independent music company. He is also co-creator of Kidz Bop, a music, marketing and digital platform for kids. Founded in 1990, the Razor & Tie companies encompass a record label, a music publishing company, an artist rights management organization and a direct response media buying agency. Kidz Bop was launched in 2001 and has since become the most popular children’s music series brand in the country, selling over 15 million albums. Craig has also executive produced films including “The Last Five Years,” starring Anna Kendrick and Jeremy Jordan and also the Joan Baez American Masters documentary “How Sweet the Sound.” Prior to founding Razor & Tie, Mr. Balsam practiced law in Manhattan. He received a JD from NYU School of Law and a BA from Emory University. \*



## AL BELL

### Chairman/CEO & Owner, Al Bell Presents/ Stax Records

Al Bell is the former owner of Stax Records, and former president of the Motown Records Group. In 1973 he produced the landmark film “Wattstax.” In 2011, Mr. Bell received the highest honor bestowed by the recorded music industry - the Prestigious Grammy Trustees Award. The award

was presented by NARAS and described as follows: This award is given in recognition of Mr. Bell's lifetime of influence, achievement, and success in his pursuit of musical excellence. This commitment is demonstrated through the creation, development and successful marketing of rare performing artists who recorded unique music art. These artists entertained and interacted with their audiences with raw passion and pure emotion in their lyrics and sound. This standard of excellence is what classified them as entertainment icons. This is considered a noble achievement by Mr. Bell in the recorded music and entertainment industries.

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## HOWARD BENSON

### **Producer**

Howard Benson is a Grammy-nominated producer, now based in Los Angeles. After studying and pursuing a career in aerospace engineering, Benson merged his passion for music with his technological expertise and rocketed swiftly to the top of his new profession as a music producer. Since the early 2000's, he has produced dozens of albums by some of the most creative acts on the charts; My Chemical Romance, P.O.D., Hoobastank, Papa Roach, and the All-American Rejects. He also produced Daughtry's five-time platinum debut album, the fastest selling debut rock album in Soundscan history. Howard was the producer behind five other albums certified double platinum or higher. He has also produced songs for Kelly Clarkson, Bon Jovi, and Rascal Flatts.

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## SCOTT BERENSON

### **Director of Claims Department, SoundExchange**

Scott brings more than 10 years experience in various sectors of the music business to SoundExchange. As director of claims, he heads up an initiative to ensure that the rightful copyright owner is credited and compensated for his/her recordings. By working with, and through the claims program, a copyright owner can claim poorly reported tracks, or dispute ownership if the track was wrongly reported. Prior to SoundExchange, Scott was senior manager, copyright administration at EMI Music Publishing, where he was responsible for the registration of compositions with worldwide performing rights societies as well as with the Library of Congress. Mr. Berenson has also coordinated with international EMI offices and other music publishers in order to resolve writer split disputes. Previous to that, he served as booking agent at The Brad Simon Organization, Inc., an artist and production agency in the music and entertainment sector. Scott also held positions in concert production and tour management and operations at organizations such as The Mayo Center for the Performing Arts and PNC Bank Arts Center. Scott holds a master's from New York University and bachelor's degree from University of Hartford.

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## SETH BERMAN

### **Attorney, Nixon Peabody LLP**

Seth Berman has been involved in the music business for almost 20 years, but in a number of different capacities. His unique experience as an artist, label executive and now lawyer with proven legal acumen, has made him a highly sought after entertainment attorney and one of the fastest rising stars in the field of entertainment law. Seth started in the business as a working dance music DJ, producer and song writer - achieving both critical and chart success. As the result of this success, Seth was recruited by a number of labels and distributors to leverage his experience into the business side of music; the areas of A&R, product development, radio promotion, sales and marketing. Seth Berman now practices entertainment, copyright and litigation law with Nixon Peabody LLP, one of the largest and most prestigious international law firms in the world.

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## STEVE BLATTER

### **Sr. VP/General Manager, Music Programming & Digital Music, SiriusXM**

Steve Blatter is responsible for SiriusXM's 85 originally produced commercial-free music channels and leads relationships with key content partners like Ozzy Osbourne, Eminem, Pearl Jam, The Grateful Dead, Tom Petty, Jimmy Buffett, Steven Van Zandt, The Metropolitan Opera, Willie Nelson, and the estates of Frank Sinatra and Elvis Presley. Blatter is the co-inventor of one of the earliest music recommendation engines and intelligent playlist creation systems. Mr. Blatter was the former head of programming for MJ1 Broadcasting where, as executive producer, handled all live radio coverage of the Grammy Awards, CMA Awards, MTV Awards and Rock and Roll & Roll Hall of Fame induction ceremonies.



## JERRY BLAVAT

### DJ & Radio/TV Personality, WXPN, WVLT, WTKU-FM, WBCB-AM

Jerry Blavat, the legendary *Geator with the Heater*, was one of the early rock-and-roll deejays who revolutionized the profession and invented the “oldies” format. He had national success in the ‘60s as host of the popular CBS-TV dance show *The Discophonic Scene*, but is best known as a high-energy oldies deejay both on the air, and at live events throughout the Middle Atlantic region, and on PBS. With a successful nightclub outside Atlantic City (*Memories in Margate*), four radio shows, and scores of sold-out live dance events every year, Blavat is more popular than ever! Jerry is celebrating his 53rd year on radio. He was inducted into the Rock & Roll Hall of Fame in 1998, and his autobiography, “*You Only Rock Once: My Life in Music*” was published by Running Press in July 2011 and has just been released in paperback. Jerry Blavat lives in Philadelphia, PA.



## PHIL BOTTI

### SVP - Music Video and Content Production, Atlantic Records

Phil is currently the head of music video and content production for Atlantic Records, as well as the executive producer of *The Live Room* powered by Warner Music.



## AL BRANCH

### General Manager, The Blueprint Group

With 16 platinum and multi-platinum albums under his belt, and as general manager of The Blueprint Group, industry veteran Al Branch has applied his near-lifelong experience in overseeing multiplatinum artists’ careers such as Kanye West, Lil Wayne and Nicki Minaj. With deep roots in the music industry, Branch applies his history of working classic albums to The Blueprint Group, overseeing its operations, and in doing so multi-million dollar branding opportunities have been secured for Blueprint Group artists with major corporations, such as Mountain Dew and Pepsi. “I just want to elevate the perception of what hip-hop and the hip-hop generation are - in terms of seasoned opportunities and branding and marketing,” he says. “I want every company and everyone who thinks hip-hop is relevant, to call us first.” “That’s my goal.” Al Branch is motivated by his love of the culture, though his goal is to make it an ever-present, worldwide phenomenon.



## DJAY BRAWNER

### Executive Producer / Director, Anthem Films

DJay Brawner has been in both the music and film industries for over a dozen years. In 2002, while still in film school at Chapman University, DJay began assisting a music video producer. One year later he was directing music videos, and by 2009 he had created Anthem Films; a production company with a focus on music videos. Anthem Films has grown significantly, and now represents 8 directors and works across multiple genres; from feature films to branding projects. DJay’s music video clients include Panic! At The Disco, Ed Sheeran, Taking Back Sunday, The Used, and Cash Cash. DJay Brawner has also spent considerable time running and managing the innovative website *newbandtv.com*, an online music video platform.



## JACOB BRODY

### Partner MESA+

Jacob is a Partner at MESA+, a seed/early stage venture fund. MESA+ invests in companies in the consumer internet, consumer hardware, content, advertising/marketing, commerce, logistics and financial services verticals as well as supporting technologies. He is also an advisor to Livelyhoods, a non-profit that empowers slum children in Africa by providing them training and infrastructure to become direct sales reps. Jacob was previously a blogger for *VentureBeat* and graduated with a B.A. from Hunter College.



## STEPHEN BRYAN

### EVP Digital Strategy & Business Development, Warner Music Group

Stephen is responsible for overseeing WMG’s worldwide digital strategy, forging new business models and building strategic relationships with emerging and established players. A seasoned executive, who joined WMG in 1997, he has been at the forefront of each iteration of the industry’s digital evolution. His career includes involvement in landmark deals such as YouTube’s first agreement with a music major, licenses

for the first subscription services including Spotify and Rhapsody, ground-breaking global digital radio opportunities with iTunes and Nokia, as well as expanded relationships with a range of partners including Google and Amazon. Prior to joining WMG, Bryan held business development roles at The New York Times Company and The Reader's Digest Association. He holds a bachelor's degree from Vanderbilt University and a MBA degree from the Wharton School of Business, University of Pennsylvania.



## ALYSSA CASTIGLIA

### A&R Representative, Island Records

A graduate of Northeastern University's Music Industry program, Alyssa Castiglia began working as an A&R Representative at Island Records in 2012.

## MIKE CAREN

### President Worldwide A&R Warner Music Group

Mr. Caren has worked for the Warner Music Group for almost two decades. The majority of that time has been spent at the Atlantic Records label. He joined Atlantic's Big Beat imprint at the age of 17, after working for both Loud Records and Ruthless Records, in marketing. His most recent position at Atlantic was Executive Vice President, A&R. In the last decade, he has been responsible for signing more than fifteen artists who have released Gold and Platinum-selling records; Trey Songz, T.I., Flo Rida, Trick Daddy, Wiz Khalifa, and B.o.B. When Elektra Records was re-launched in June 2009, he added co-president of the label to his list of titles and responsibilities. The label has since enjoyed success with artists such as Bruno Mars, Cee-Lo Green and Ed Sheeran, and in January - the Mr. Caren's artists received eleven nominations and took home three Grammys. During his career Mike has produced and collaborated with Kanye West, Jennifer Lopez, David Guetta, Cobra Starship, Jem and Asher Roth.



## JOSEPH CAROZZA

### Senior Vice President of Publicity, Shazam

Joseph joined Republic Records in 2013 as vice president of media, and by March the following year was named senior vice president overseeing the entire media department. Guiding all of the label's media relations, he has launched extremely successful campaigns for Ariana Grande, Enrique Iglesias, Lorde, Martin Garrix, Tiësto, and Jessie J - while simultaneously overseeing, expanding, and enhancing the publicity division. Carozza built one of the most formidable and competitive teams in the business, in order to best serve the entire roster. Upholding company tradition, he wholeheartedly adopted the label's "We Break New Artists" mantra, and continues to tirelessly introduce the next generation of superstars via innovative strategies. After graduating from Hofstra he joined the music division of Rogers & Cowan and worked his way to up to senior account executive - working on the media campaigns for major artists; Elton John, The Rolling Stones and others. He was recruited shortly thereafter by Epic Records to become their senior director of publicity. There, he handled the full scope of media campaigns for established legends such as Shakira and Ozzy Osbourne, simultaneously building a launchpads for artists such as Karmin, Paloma Faith, Oh Land and The Fray. Mr. Carozza is a resident of New York City, and is based in the Republic Records NYC headquarters.



## ROSS CHARAP

### Partner, Arent Fox LLP

Ross has been a copyright and entertainment attorney for more than forty years. He has both a transactional and litigation practice, with a focus on music, the internet and theater. Among his clients are seven members of the Songwriter's Hall of Fame; including Harold Arlen and Yip Harburg, co-writers of the songs featured in "The Wizard of Oz." Mr. Charap has represented Leroy Anderson, composer of "Sleigh Ride," as well as lyricist Mitchell Parish who penned "Stardust" and "Deep Purple" among his many songs. Ross is also an expert on terminations of transfers and licenses under the Copyright Act, representing such diverse individuals in this area as Joe Simon, the creator of Captain America. He has also represented the grandchildren of Aldous Huxley, the author of "Brave New World" and numerous other classic works.



## ANDY CHEN

### CEO, Aspiro Group

Aspiro Group is the parent company of WiMP Music Streaming and RADR Music News. Prior to joining WiMP, Andy was the CEO of Preview Networks, a leading venture-backed video content syndication and advertising platform in Europe with 7 offices in 10 markets. Mr. Chen was the former vice president for MTV Networks Europe and Viacom International, responsible for all digital



sales, strategy and the creation of digital commercial ventures for the company. Andy also spent many years with Aegis Media as the global director of digital strategy for Carat and Isobar Global Management in London and San Francisco. A digital media veteran, Andy started his career during the dotcom 90s in San Francisco with Universal Music, Interscope Records, McCann-Erickson Worldwide, and Tonic360/J.Walter Thompson. Andy has a triple B.A. degree in Architecture, City Planning and Scandinavian Cultures from University of California, Berkeley, and an MBA from Stockholm University, Sweden. He is an angel investor and advisor to various venture funded technology start-ups in Europe and US. Andy speaks English, Mandarin Chinese, and Swedish.



## DYLAN CHENFELD

### A&R, Razor & Tie

Dylan Chenfeld is an A&R executive at Razor & Tie. In 2009, he was instrumental in creating Artery Recordings, a joint venture between R&T, and The Artery Foundation. The partnership has led to sales of over 200,000+ units and the signings of Attila and Chelsea Grin. He also signed American metalcore band For Today - their album "Immortal" entered the Billboard 200's top 15, and reached no 3 on the independent music chart. Chenfeld is also the owner of RooftopsNYC, a successful t-shirt line.



## SENTHIL CHIDAMBARAM

### CEO, Dancing Astronaut

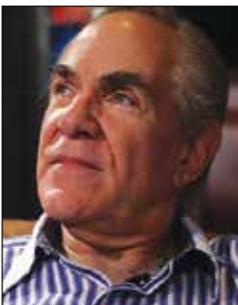
Senthil Chidambaram is the CEO of Dancing Astronaut, the leading web-based dance music publication in the United States. Under his leadership, what began as a way to expose friends to electronic music, quickly grew into the brand that Billboard Magazine would describe as "the voice of the EDM generation." Senthil directs Dancing Astronaut's brand development initiatives, presiding over the company's tremendous growth in the past four years. Spurred on by his passion for and knowledge of the evolving dance music terrain, Dancing Astronaut continues to play an instrumental role in the dissemination and development of electronic music.



## SPENCER CHRISLU

### Vice President, Digital Operations & Configuration Strategy, Warner Music Group

Spencer Chrislu's career has spanned the gamut - from recording, mixing and mastering engineer, to an executive role - helping to design and run the digital supply chain for the Warner Music Group. He's been involved in high-resolution formats, from his days working as Frank Zappa's personal engineer, into the world of the DVD-Audio format. Spencer has authored and engineered over 100 titles. These days he can be found assisting in archiving of the WMG catalog at 192KHz/24-bit. He is also leading the effort in preparing and distributing high-resolution releases for WMG.



## TED COHEN

### Managing Partner TAG Strategic

Ted Cohen has toured with the Sex Pistols, Prince and Van Halen. He knew Steve Jobs, has worked at Columbia, Warner & EMI Music, Westwood One, Philips Electronics & Napster. He now runs TAG Strategic - advising clients such as LyricFind, SonyATV Publishing, Urtun, Coca-Cola, Evntlive, Verizon, iRiver and Qualcomm, on all things digital. Ted has always been passionate about the future of music, embracing new technology and new business models: subscription services, IPTV, mobile services, branded content, location-based services & HD audio. He has been chairman of the Mobile Entertainment Forum Americas and MIDEMNet, a Grammy Trustee, serves on the Grammy Tech Committee and on the boards of the Neil Bogart Pediatric Cancer Research Foundation and Mouse.org. Last year, Ted received the 2013 NARM Presidential Award, previously given to Ahmet Ertegun & Dick Clark, among others. Ted continually looks for the next tech innovation, the next challenge and ... he really loves his life!



## ANDY COHN

### President + Publisher, The FADER

Boasting an esteemed career of nearly two decades, Andy Cohn has distinguished himself as a leader in the music media industry. Cohn joined The FADER staff in 2003 as associate publisher, and soon after was promoted to publisher. In 2010, he was named president and publisher of The FADER on the heels of the company's successful expansion into the digital, experiential and mobile realm. Over the course of the past decade, Cohn has built and led The FADER brand, skillfully expanding the

publication in innovative ways. The FADER has been a finalist for the American Society of Magazine Editors' National Magazine Awards three years in a row, and in 2012 Cohn was named to the annual "FOLIO 40" as one of the top 10 most influential "C-Level" visionaries in the world of publishing. Billboard magazine also named Cohn as one of the 140 most influential people in the music industry to follow on Twitter.

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## **JON COOMBS**

### **General Manager, SC Publishing**

Jon Coombs spent five years at Secretly Canadian Publishing's sister companies, before taking on the role of GM. Dead Oceans, Jagjaguwar, and Secretly Canadian are record labels that operate out of SC Publishing headquarters in Bloomington, Indiana. Mr. Coombs, however, is currently based in New York.

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## **FRANK COOPER III**

### **CMO, Global Consumer Engagement, PepsiCo**

Acknowledged by Fast Company magazine as one of the "top 100 Most Creative People in Business" and by Billboard magazine as "one of the Power 100 in music", Frank Cooper III is widely recognized as one of the leading progressive brand marketers in the world. His career ranges from serving as a senior executive at iconic music labels – Motown, Def Jam & Tommy Boy– to working as an entrepreneur and executive in the Digital space, to serving as the CMO at PepsiCo, overseeing Consumer Engagement globally for its beverage sector. In his current role at PepsiCo, Cooper has developed breakthrough branded entertainment platforms (including the XFactor), co-led Pepsi's 10-year NFL deal, launched innovation consumer co-creation platforms (such as Mt. Dew's "DEWmocracy") and closed direct-to-artist creative fund deals with megastars such as Beyonce, Blake Shelton, Michael Jackson, Lady Antebellum among others. Cooper is a graduate of the Harvard Law School and served as chairman of the American Advertising Federation from 2009-2011.

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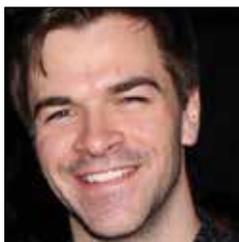


## **TOM CORSON**

### **President & COO, RCA Records**

In conjunction with CEO Peter Edge, Mr. Corson is responsible for overseeing this iconic record label. He previously held the title of executive vice president / general manager of the RCA Music Group, where he was at the helm of operations for RCA, Arista and J Records. Mr. Corson has played a leading role in the successes of P!nk, Justin Timberlake, Kings of Leon, Miley Cyrus, Ke\$ha, Foo Fighters, Kelly Clarkson, Alicia Keys, Pitbull, Shakira, among others. Prior to RCA Records, Tom Corson served as a leading strategist and influential record executive at Columbia Records, Capitol Records, A&M Records, and IRS Records, where he helped shape the careers of many groundbreaking artists.

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## **PATCH CULBERTSON**

### **A&R Manager, Republic Records**

Following his graduation from Middlebury College, Patch Culbertson joined the company as the coordinator to president and COO Avery Lipman. He has assisted in the musical development and delivery of multiple TV and film projects; including A&E's Crazy Hearts, Nashville, VH1's Make A Band Famous, Ted, Jersey Shore, Take Me Home Tonight, Safe Haven, Snow White and The Huntsman, and MTV Unplugged Presents Florence & The Machine. His projects on Republic's active roster include SoMo, Florida Georgia Line, The Naked & Famous, Viv and the Revival, and The Basement Chronicles, which have sold over 2 million albums and 16 million singles in the U.S.



**MILLIONS OF SONGS.  
THOUSANDS OF STATIONS.  
ONE FREE APP.**

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XBOX



kindle fire

auto



## JANE DEFLORIO

### **Managing Director (Retired) Deutsche Bank**

After a successful 16 year career providing financial advice to the world's most notable apparel and retail companies, Jane DeFlorio has turned her focus to social investment, philanthropy and serving on public boards. Jane retired in December 2013 as a managing director at Deutsche Bank New York, where she headed coverage of the US retail industry sector. Her clients included TJ Maxx, Home Depot and Nike. In recent years, Jane was selected by Dealmaker magazine as one of its "Top 40 Under 40", which reflects the 40 most influential dealmakers -- private equity professionals and investment bankers -- under 40. She is a trustee and the audit chair of The New School University and also serves on the Board of Governors for The Parsons School of Design. Jane received her MBA from Harvard Business School and has a BS in Mechanical Engineering from Notre Dame.

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## MARTY DIAMOND

### **Head of East Coast, Paradigm**

Prior to being named the east coast head of Paradigm Talent Agency's Music Division, Mr. Diamond was president of Little Big Man Booking, a boutique music agency that he founded in 1994. Little Big Man Booking grew from a two-person operation to the leading small agency in North America, winning the Pollstar Award for Small/Boutique Booking Agency 10 out of 11 consecutive years. Diamond himself won Pollstar's highest individual honor, Agent of the Year, in 1997, and has been nominated ten times. Little Big Man Booking was acquired by Paradigm in 2006. Early in his career, he worked for Arista Records, Bill Graham Management and Manhattan music venue - The Ritz. Marty Diamond's impressive client roster includes Coldplay, Ed Sheeran, Sigur Ros, David Gray, Blur, Emeli Sandé, Interpol, Franz Ferdinand, Metric, and Sara Bareilles. Regarding the Paradigm Talent Agency - since its founding in 1992, the company has established itself as a leading entertainment talent agency, guiding the careers of an elite client roster across its various departments; motion picture, television, music, comedy, theater, books, new media, commercial and others.

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## STEVE DORFF

### **Composer/Producer, SHD Music, Inc.**

The Music and Film Industry has dubbed multiple award winning Steve Dorff an "enigma" - someone who is a truly gifted composer in every musical field. There is no way to capture the diversity he regularly displays - scoring major motion pictures, television, theater, or an impressive array of # 1 hit songs. In addition to winning the NSAI Songwriter of the Year award, Dorff has also been honored with more than 40 BMI, and 11 Billboard #1 awards. Three-time Grammy nominee and a fixture on the nation's charts, his dossier includes nine #1 film songs and 15 Top 10 hits, including the Kenny Rogers' classic "Through The Years" (a BMI 5 million performance song) as well as the Anne Murray record that captured Billboard's #1 Song Of The Year honors "I Just Fall In Love Again." His songs have been performed and recorded by some of the greatest artists of our time—Barbra Streisand, Celine Dion, Whitney Houston, George Strait, Vanessa Williams and countless others.

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## MATHIEU DROUIN

### **Co-Founder, Crystal Math Music**

After creating and selling his first technology company at 19, Mathieu joined one of Canada's largest independent music companies, as an unpaid intern. By 23, he was the company's president, helping it expand by co-founding the labels Last Gang Records and Arts & Crafts International. He moved on in 2006, and co-founded Crystal Math Music, an artist management company with label and publishing divisions. Crystal Math Music made history when client Metric's first self-released album became a precedent-setting success; selling over 500,000 albums and 1,000,000 singles worldwide. Metric became the first band to have their first ever top 20 hit at US commercial radio, without the backing of a label. This success garnered numerous high profile syncs, including the theme song to The Twilight Saga: Eclipse. The band's career exploded globally and earned Mathieu a spot on Billboard's esteemed "Top 30 under 30" list of "Music Industry Power Players."

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## ANDREW FLANAGAN

### **Writer & Editor, Billboard**

Beyond Billboard, Andrew's byline can also be found at impressive places like NPR, Rolling Stone, MTV, and The Quietus. He likes turtles.

## JASON FLOM

### Chief Executive Officer, Lava Records

Jason began his career at Atlantic Records as a field merchandiser, and moved into the A&R department under Atlantic founder Ahmet Ertegun. After signing rock artists Twisted Sister, Skid Row, White Lion, Stone Temple Pilots and Tori Amos, Flom soon became Atlantic's head of A&R. Flom's leadership in A&R included breaking new artists such as Jewel, Hootie & the Blowfish, and Collective Soul. In 1995 he founded his own label, Lava Records, in partnership with Atlantic Records. Lava artists have included Matchbox 20, Kid Rock, The Corrs, Uncle Kracker, Simple Plan, The Blue Man Group, Edwin McCain, Sugar Ray and Trans Siberian Orchestra. In 2003, Flom signed the then 14-year-old Hayley Williams and her hugely successful pop-rock band Paramore to Atlantic Records. Jason sold Lava Records to Atlantic, and was appointed chairman and CEO of the Atlantic Records Group. Flom left Atlantic in 2005, and soon after become chairman and CEO of Virgin Records. Following the merger of Virgin Records and its sister label, Capitol Records in 2007, Flom was appointed chairman and CEO of the newly formed Capitol Music Group, working with artists including Lenny Kravitz, Coldplay, and the Rolling Stones. He also personally signed international pop star Katy Perry, and oversaw the recording of her debut album *One of the Boys*, which sold more than 5 million albums and singles worldwide. During Flom's 2-1/2 year tenure, the company broke 11 artists to gold, platinum, and multi-platinum status, including the aforementioned Katy Perry, Lily Allen, Thirty Seconds to Mars, Corinne Bailey Rae, Saving Abel, Dem Franchize Boyz, KT Tunstall, Red Jumpsuit Apparatus, A Fine Frenzy, J Holiday, and Bubba Sparxx. In early 2009, Flom reclaimed the Lava Records imprint, forming a partnership with Republic Records for promotion, marketing, sales and distribution services. Flom has since signed artists Black Veil Brides, Jessie J, Lorde, and Jetta. In early 2013, Flom signed Lorde to Lava Records. Her debut single "Royals" held number 1 on the Billboard Hot 100 for 8 weeks, is the biggest alternative radio hit in history by a female artist, and won 2 Grammy awards including Song of the Year at the 56th Annual Grammy Awards. Her debut album *Pure Heroine* has since been certified platinum by the RIAA spawning the hit singles "Team," "Tennis Court," and "Glory and Gore." Jason Flom is a founding board member of the Innocence Project, and also serves on the boards of The Innocence Project, Families Against Mandatory Minimums, The Legal Action Center and The Drug Policy Alliance. In addition, Flom has supported various medical research organizations including The T.J. Martell Foundation and City of Hope. He was honored by the UJA Federation as their first "Music Visionary of the Year" in 2000, was awarded 1999's "Torch of Liberty" by the American Civil Liberties Union and was the honoree at the 2009 Innocence Project Gala. In honor of his late father, Flom inaugurated the Joseph Flom Special Counsel position in May 2011 through a \$1 million donation to The Innocence Project. The position will significantly increase the capacity of The Innocence Project to address the causes of wrongful conviction.



## JAY FRANK

### Founder/CEO, DigSin

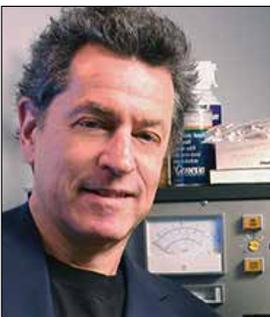
DigSin is a new singles-focused music company that allows subscribing fans to obtain music for free. DigSin signs new artists to deals that leverage new platforms, social networks and analytics - this exposes music to a wider audience, building popularity outside of traditional methods. Frank is also the author of two books. "Futurehit.DNA" is a #1 songwriting book on Amazon and part of the college curriculum at a number of colleges and universities. The book explores how digital technology has changed the way people discover music, and examines exactly what an artist needs to make their song more hitworthy in the digital age. Frank's second book, "Hack Your Hit" is a how-to guide for musicians - filled with free and cheap marketing tips.



## MICHAEL FREMER

### Editor, analogplanet.com

Michael Fremer is writer/editor of Analogplanet.com, a vinyl-centric music and audio equipment review website. He's also Stereophile magazine senior contributing editor and contributing editor at Sound & Vision. He produced and hosted two vinyl-related DVDs: "21st Century Vinyl: Michael Fremer's Practical Guide to Turntable Set-up," and "It's a Vinyl World, After All." Fremer has presented his popular turntable set-up seminar to audiences around the world. He has appeared on literally hundreds of radio and television shows, discussing the high quality audio listening experience, and the ongoing resurgence, of LP vinyl records. Other credits: Mr. Fremer supervised the Academy Award nominated soundtrack to "TRON," the 1982 Disney film, and he also co-authored "Animalympics," the animated film for which he provided voices along with Gilda Radner, Billy Crystal and Harry Shearer.



## ALAN FRIEDMAN

### Partner, Fox Rothschild



With more than 20 years of experience – including six years as general counsel for Miramax Films, Alan represents clients in the entertainment industry in contract matters, copyright and trademark disputes and participation/royalty claims involving motion pictures, music releases and television shows. He has handled matters for entertainment clients in State and Federal courts in New York, California and other jurisdictions. Alan served as general counsel to Miramax Films until 2005, when the company's founders separated from the company. He had previously represented Miramax in business and litigation matters as its outside counsel. As general counsel, he reviewed the company's films and marketing materials prior to distribution, to evaluate, assess and mitigate any risk of infringement, defamation and right of publicity/privacy claims. Alan also led Miramax through multiple challenges to highly regarded projects such as Shakespeare in Love, Chicago, The Cider House Rules and Scary Movie. Additionally, he successfully opposed numerous commercial and intellectual property claims without litigation, and favorably resolved many other matters in court and in arbitration. Alan is also an experienced music litigation attorney and has handled matters for clients such as Billy Joel, The Beatles, The Backstreet Boys, The Cult and the Beggars Banquet recording label.

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## AARON FUCHS

### President, Tuff City Records



In 1981 Aaron Fuchs left a journalist gig at Cash Box and founded Tuff City Records, turning it into a pioneering indie NY hip-hop record label. After the label's first two releases, he signed a distribution deal with CBS Associated Records, however, Tuff City severed that link after one year. Tuff City has remained independent since that time, and the label has proudly recorded an "essential body of old school hip-hop for mainstream release" in a myriad of styles and genres. Beginning in the '90s, Fuchs began a program of reissues - of rare and unreleased funk, soul, R&B, blues, and most recently New York latin music. Tuff City has expanded the scope of its activities to include licensing to all media and rights protection.

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## MATT GALLE

### President, Photo Finish Records



Launched in 2006, Photo Finish Records and Mr. Galle have had an extremely productive eight years; sales of more than 10 million singles, and 1 million album equivalents. Matt and his company have recently entered into a partnership w/ Republic Records. Galle has also made his name as a career-building agent at Paradigm Agency for such acts as FUN, My Chemical Romance, Taking Back Sunday, Austin Mahone, Timelies, Boys Like Girls and more. Additionally, Mr. Galle also co-manages multi-talented Matt Squire. Mr. Squire has produced, engineered and/or written tracks for Ke\$ha, Demi Lovato, One Direction, Selena Gomez and others.

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## KENNY GAMBLE

### Co-Founder/Chairman Philadelphia International Records



Kenny Gamble was always surrounded by music, and spent much of his youth working in the music industry. In the early 1960's, his harmony group, "Kenny Gamble and the Romeos," had a regional hit with "Ain't It Baby, Pt.1." Gamble and his songwriting/producing partner, Leon Huff, became the hottest independent R&B producing team of the late 1960's and created "Philadelphia International Records" (PIR) in 1971. Within a year of PIR first opening its doors, the O'Jays had #1 R&B and pop hits including "Backstabbers" and "Love Train." Harold Melvin and the Blue Notes were riding high with "If You Don't Know Me By Now," and Billy Paul earned the label's first Grammy with "Me and Mrs. Jones." Two years after its creation, PIR was the second-largest African-American-owned music company in America - right behind Motown, and PIR's distributor-partner (CBS) was now distributing more soul music than it ever had before. One of Kenny Gamble's proudest moments in Philadelphia International history involves a song and album he recorded with the entire PIR roster, "Let's Clean Up The Ghetto." This campaign evolved into the realization of a special personal dream for Kenny Gamble; the renovation of his South Philadelphia neighborhood, and now - the area framed by Broad and 18th and Christian and South Streets is now thriving! Mr. Gamble has provided contributions and support to the T.J. Martell Leukemia Foundation and when the AMC Cancer Research Center and Hospital honored Gamble with their Humanitarian Award in 1980, it was the first time the award was bestowed upon an African-American individual. He sits on the board of the Philadelphia Music Foundation. Gamble and Huff and the PIR catalog have been bestowed with countless accolades and honors; The Rock & Roll Hall of Fame, NARAS & The Grammy Foundation, Songwriters Hall of

Fame, Dance Music Hall of Fame, Rhythm & Blues Foundation, Ivor Novello Award and many others. Kenneth Gamble continues to make a difference both in music and life.



**JONATHAN GERONIMO**

**Senior Director of Programming, SiriusXM Satellite Radio**

For over 10 years Geronimo has helped establish SiriusXM as an industry leader on the Electronic Dance Music landscape in North America. He has been instrumental in the launching of national weekly radio residencies with various superstars; Tiesto, Armin van Burren, Avicii, Hardwell and over 50 more emerging EDM stars.



**KRIS GILLESPIE**

**General Manager, Domino Records**

Not to be confused with the former Texas State Representative, made more famous by her incendiary remarks on her two appearances on the show, Wife Swap - Domino Records' Kris Gillespie is the general manager of Domino Recording Co.'s Brooklyn, NY-based operations, overseeing all of North America. He has been a part of the US operations for eight of its eleven years in existence. Prior to that, his experience included stints at a few independent labels. Domino Recording Co. was founded in the UK in 1993, and initially the label focused on releasing singles and albums by American bands in the UK market; Pavement, Bonnie "Prince" Billy, Sebadoh. However, in the last decade the label has had considerable worldwide success, both commercial and artistic, with acts as diverse as Franz Ferdinand, The Arctic Monkeys, Four Tet, Animal Collective and Dirty Projectors.



**NEIL GILLIS**

**President, Round Hill Music**

In addition to being the former managing director of Alfred Music Publishing, Neil Gillis was the president of S1 Songs America and also its predecessor Dimensional Music Publishing. After spending 16 years with Warner/Chappell Music as SVP of creative music solutions, he was named east coast GM for Concord Music Group. Gillis also spent 6 years at BMI as head of international. He is a composer, classically trained French horn player and jazz guitarist. Neil serves on the boards of the BMI Foundation, the Johnny Mercer Foundation and the National Music Publishers Association.

**DANIEL GLASS**

**Founder and President, Glassnote Entertainment**



A full service independent music company, Glassnote was established in 2007 and is the proud home to grammy award winning Phoenix, grammy award winning and multi-platinum selling Mumford & Sons, The Temper Trap, Two Door Cinema Club, GIVERS, Childish Gambino, Oberhofer, Daughter, Little Green Cars, Robert DeLong, Half Moon Run, CHVRCHES, Flight Facilities, Panama Wedding, Jeremy Messersmith, Justin Nozuka, Foy Vance, HOLYCHILD, Flo Morrissey and Tor Miller. In 2011, Rolling Stone Magazine named Glassnote "Best Indie Label" and in 2013 was named "Label of the Year" at the A2IM Libera Awards. Glassnote has also been named the "#1 Independent Label" by Billboard in both 2012 and 2013. Mr. Glass began his musical career as a DJ at the famed Regine's Discotheque in New York City. His career path took him from SAM Records to Chrysalis, to SBK Records. Daniel also became president / CEO of EMI Records Group N.A., a founding president of Universal and, lastly, president of Artemis Records before eventually starting Glassnote. Daniel Glass's career in the music industry has been marked by such success stories as artists Billy Idol, Wilson Phillips, Sinéad O'Connor, Blur, Jesus Jones, Erykah Badu, The Pretenders, Pat Benatar — just to name a few! Daniel, an avid runner, has completed 16 New York Marathons and ran the Boston Marathon in 2010. Daniel is a Founding Board member of LIFEbeat, the music industry's AIDS organization, the Vice President of the New York Music For Youth Foundation, a Board Member of the Brooklyn College Foundation and a Board Member for the T.J. Martell Foundation."

**SEAN GLOVER**

**Director of Industry Affairs, SoundExchange**



Sean Glover likes to say he has been a part of the industry for almost 40 years – a music-lover and consumer for 30 and, for the past 10 years, at the forefront of the digital music revolution as director of industry affairs for SoundExchange. Born and raised in Chicago, Sean migrated to another music hotspot, to attend Southern University in Baton Rouge, Louisiana. Prior to working with SoundExchange, Sean was a tax consultant for a major financial service firm, and as a financial analyst promoting cancer research at Georgetown University.



## JAKE GOLD

### President, The Management Trust

One of Canada's most successful artist managers. In 1986, Gold founded The Management Trust Ltd. and shortly thereafter signed Ontario band The Tragically Hip, thus forging one of the most successful musical careers Canada has witnessed. Mr. Gold currently manages the careers of Adam Cohen, Crash Karma and Scarlett Jane as well as music producers me&john, Moe Berg, Russell Broom, Terry Brown, Steve Dawson and Laurence Currie. Jake is the recipient of many industry awards, and is a board member of CIMA (CIRPA), Music Managers Forum and OMDC. As a frequent panelist, Jake Gold is an extremely valued industry expert. His devotion to music and art is matched by a strong focus on charity events and organizations. He is responsible for producing the War Child concert in Winnipeg, which drew crowds upwards of 100,000 people and raised over \$400,000 for War Child Canada. His first gig as a band manager happened in the early '80s, for the mod-pop group "The Purple Hearts."



## DANNY GOLDBERG

### President, Goldve Entertainment

Mr. Goldberg has worked in the music business as a personal manager, record company president, public relations man and journalist since the late nineteen sixties. Founded in 2006, GVE manages the careers of Steve Earle, Dolores O'Riordon (The Cranberries), The Hives, Gabriel Kahane, Martha Wainwright, Ronnie Spector, Peaches, Speedy Ortiz, and Ben Lee, and others. Danny is also the author of "Bumping Into Geniuses" and "How The Left Lost Teen Spirit" - which appeared in a shorter form as "Dispatches From The Culture Wars." He was CEO of Air America Radio from 2005 until mid 2006. He formed Artemis Records in 1999, becoming the number one U.S. indie label, in terms of market share, from 2001-2003. Danny has held very high-level executive positions at Mercury Records, Warner Bros Records, Atlantic Records, and Gold Mountain Entertainment. Earlier in his career, Goldberg formed and co-owned Modern Records, which released Stevie Nicks' solo albums including her number one album "Bella Donna." Prior to that Goldberg was Vice-President of Led Zeppelin's Swan Song Records. In 1980, Mr. Goldberg co-produced and co-directed the rock documentary feature, "No Nukes", starring Bruce Springsteen, Bonnie Raitt, and Jackson Browne. In 2004 he was the Executive Producer of the documentary about Steve Earle, "Just An American Boy." He was the Executive Producer of the multi-platinum soundtrack of music from the TV series "Miami Vice" and was the Music Supervisor on numerous feature films including "Dirty Dancing." He began his career as a music journalist at the age of 18, having written for Rolling Stone, Billboard, and The Village Voice.



## MICHAEL GOLDSTONE

### Founder/Owner, Mom + Pop Music

On the A&R side, Michael Goldstone has signed top-tier artists such as Regina Spektor, Tegan and Sara, Pearl Jam, Rage Against The Machine and many more. Currently, he is the president and owner of Mom + Pop Music in NYC, a label he started four years ago with QPrime owners Peter Mensch and Cliff Burnstein. Mom+Pop is an independent record label that is distributed through Sony RED. It is home to a wide array of artists such as Sleigh Bells, Andrew Bird, Metric, Flume, Polica and Neon Indian.



## STEVEN GOTTLIEB

### Bossman, Video Static

As the curator of tastemaking site videostatic.com, Steven has spent a lifetime supporting everything and anything related to music videos. Mr. Gottlieb is a leading consultant on video production / promotion, and is the recipient of a lifetime achievement award from the Music Video Production Association.



## STEVE GREENBERG

### Founder/ CEO, S-Curve Records

S-Curve was launched in 2000 as a full-service recording and music publishing company. It is the record label, founded by Mr. Greenberg, that launched the career of Joss Stone and brought the world such hits as "Stacy's Mom," "Who Let the Dogs Out" "Check Yes Juliet" and "Keep Your Head Up." Additionally, S-Curve holds equity stakes in numerous music-related tech startups, and Mr. Greenberg is also serving as co-manager of the band AJR.



## JULIE GREENWALD

### Chairman/COO, Atlantic Records

Julie Greenwald joined Atlantic Records as president in 2004 and was named chairman/COO in 2009. The New York native began her music career in 1992 at Def Jam Records, and just a decade later, she was named president of Island Records, becoming one of the rare women to hold that title at a major label. When her mentor Lyor Cohen moved to Warner Music Group, he presented Greenwald with a fresh challenge – to play a central role in the reinvention of one of the industry’s most iconic labels, Atlantic Records. Greenwald’s artist-focused marketing and culture-building savvy has driven Atlantic to its greatest success in more than two decades. Julie, along with partner, Craig Kallman has re-architected the company from the ground up, reaching industry-leading status through the reinvention of the label as a game-changing, music-driven company with a passionate devotion to long-term artist development. Greenwald has helped advance the careers of an eclectic and hugely successful roster of top-selling artists, including Bruno Mars, Rob Thomas, Cee Lo Green, Ed Sheeran, Jason Mraz, Death Cab for Cutie, Fun., Zac Brown Band, Christina Perri, Lupe Fiasco, Paramore, Janelle Monae, Trey Songz, and Wiz Khalifah among many others.



## OWEN GROVER

### Vice President, Content Partnerships for Clear Channel Entertainment Enterprises

Owen Grover is in charge of developing new content programs that drive audience and revenue growth across Clear Channel’s broad array of media platforms. He was instrumental in the conception and development of the company’s latest foray into live television - the iHeartRadio Music Awards, which aired on NBC on May 1st. An integral part of the Clear Channel team since he joined the company in 2005, Grover most recently served as senior vice president of the iHeartRadio Network, spanning Clear Channel’s popular iHeartRadio apps and its network of over 850 radio station and personality web sites. Prior to that, he served as VP of programming & marketing, overseeing the company’s digital marketing and content strategy. Grover was closely involved in the conception, development and launch of iHeartRadio, Clear Channel’s industry-leading digital radio service.



## ALAN GRUNBLATT

### President, Entertainment One Music (eOne Music)

In 2000, Alan joined the company (formerly KOCH Records) and created the urban division, where he developed new artists while simultaneously bolstering the careers of established artists in both the hip hop and R&B worlds. Grunblatt started in the business in 1976 at RCA Records, as a junior market research analyst and eventually becoming VP of marketing. He spearheaded the Dirty Dancing project - selling over 30 million units. Alan is responsible for taking an impressive number of significant artists to gold and platinum status; including Hall and Oates, Eurythmics, Pointer Sisters, Lita Ford, Love and Rockets, Jazzy Jeff and the Fresh Prince, Kool Moe Dee, and Tribe Called Quest. In his early career, he joined Relativity as VP of marketing, sales and promotion, in 1991. He supervised the label’s entry into urban music - scoring gold and platinum records with Bone Thugs & Harmony, The Mo Thugs Family, Three 6 Mafia, Eightball & MJG. Mr. Grunblatt has a BA from Brooklyn College and an MBA from the University of Chicago.



## STEVE GUTTENBERG

### The Audiophile, CNET.com

Freelance writer Steve Guttenberg is on a mission to be more famous than the actor who shares his name. He writes about music and audio for CNET.com, Stereophile, and Sound & Vision magazines.



## FRED HANBA

### A&R, Tommy Boy Entertainment

Fred Hanba (aka Freddie Nyce) handles the Urban A&R duties for Tommy Boy Entertainment, and is an expert on Hip Hop music and culture. He recently signed Pants Velour to the label. Mr. Hanba started his music industry career as an intern for Tommy Boy Entertainment, assisting the A&R department during the researching of the 12 volume Hip Hop Compilation - "Hip Hop Essentials." Under the tutelage of CEO, Tom Silverman, he has learned and observed a great deal about the music industry; the complexities, intricacies and, states Fred, "the many ways to research and analyze information." In 2009, Fred assisted Tom Silverman and Dave Lory with the relaunch of the New Music Seminar; specifically, from 2009 through 2013, as the head of The New Music Seminar's "Artist on the Verge" project, he reached out to and coordinated with thousands of up-and-coming artists. As a result of his tireless efforts, and his bona fide passion for music, Fred has been named full time A&R for Tommy Boy Entertainment - since 2013.

## DAVID HAZAN

### Chief Marketing Officer, Mobile Backstage

Throughout his extensive marketing career, David Hazan has consistently conceived and executed breakthrough entertainment marketing campaigns for his tech, brand, agency, event and entertainment clients. Mr. Hazan's clients include: Fest300, Canadian Music Week, Xlerator Media, No Depression, Classic Rock Society of America, LiveMusicStage, .dotMUSIC, Mobile Backstage, theBizmo, Lucha Libre USA, GigsWiz, and those in the production and event sectors include MSN, Dial Global, AEG-TV, and Shout! Factory. David has held senior positions at the The Orchard, MTV Networks / VH1, Universal Music Group, Putumayo World Music and Wind-up Records - where, as executive VP of sales and marketing, he strategized and oversaw the marketing and release campaigns for Evanescence, Creed, Seether, Finger 11 and others. He was also a senior vice president of US Concepts, a leading event marketing agency. In 1993, Mr. Hazan conceived the successful joint venture between the US Postal Service and Warner Music Group's Warner Custom Music - The Legends of Rock & Roll. Additionally, he worked in the London offices of EMC1 / Rockbill, developing global music marketing campaigns for clients such as Converse, Philips N.V., and Pepe Jeanswear. David Hazan began his career as a musician, before starting his own Toronto-based entertainment marketing agency - Music Matters.



## MICHAEL HEALY

### Executive Vice President, Music & Distribution, Entertainment One U.S. LP

Mr. Healy is responsible for all US operations of the music label and distribution. He is in the leadership position for the largest true indie in North America. In 1999, prior to joining Koch Entertainment (now Entertainment One), Michael was lead finance officer of the record label founded by Walter Yetnikoff, VelVel Records LLC. Mr. Healy was also VP of finance and operations at Private Music in 1986, and controller at Next Plateau Records.



## STEVEN HILL

### Head of Marketing & Projects Warp Records

Steven oversees all international projects across Warp's roster of artists. Recently these have included albums by Boards of Canada, Grizzly Bear, Brian Eno, Flying Lotus, Mount Kimbie and more. He has also co-managed label initiatives such as Warp x Tate Britain, Warp.net and Warp20.



## LEO HORATY

### Founder SweetVinyl

As a serial entrepreneur with 30 years of technology development, Leo's background includes media distribution systems, consumer electronics, audio engineering and digital signal processing. His latest company, SweetVinyl, is innovating at the intersection of classic high-fidelity vinyl recordings and the rapidly expanding interest in high-definition digital audio. Leo has previously founded five Silicon Valley startups; including ActiveVideo Networks and Dotcast - a media distribution systems provider to MovieBeam, backed by Walt Disney. Leo's more recent companies have developed services and apps for 19Entertainment, MTV Networks, Clear Channel, and Viggie. In his career, he has filed more than 70 patents in many areas of technology. Leo is a member of IEEE, SMPTE, and AES, and has participated widely at major technology conferences worldwide. Early in his career, Leo Horaty was a sound engineer for Columbia Records and has been an audiophile since the early 1980's!



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## SHANNON HOUCHINS

### CEO, Average Joes

Nashville-based Average Joes Entertainment is a multi-faceted entertainment company that includes three record labels, music publishing, film & tv/video productions, and artist management. AJE focuses on a grassroots approach, availability of product and cross-promotional opportunities to expand artist visibility. Since launching the company in 2008, Shannon has overseen all aspects of the business - selling over 3 million albums, 4 million singles, and more than 1 million concert tickets. They have been nominated for numerous industry awards and been featured in such major media outlets as The Wall Street Journal and The New York Times. Average Joes and their affiliated labels' growing roster of artists and projects includes Colt Ford, The LACS, LoCash Cowboys, Bubba Sparxxx, JJ Lawhorn, Charlie Farley, Lenny Cooper, the Mud Digger Series, Moonshine Bandits, REHAB's Demun Jones and Danny Boone, Daniel Lee, Sarah Ross, Twang and Round and Redneck Social Club.

## TAMARA HRIVNAK

### Director- Partnerships (Google Play Music), Google



Tamara joined Google in 2011 and is responsible for licensing strategy and business development with record labels and music publishers for Google Play. She also oversees strategic partnerships for music. Previously she was vice president of digital strategy & business affairs for Warner/Chappell Music Publishing where she headed business development and legal matters for the company's digital business. As associate counsel, for Warner Music Group's Digital Legal Affairs, she was responsible for digital distribution deals, including Google, Apple, Microsoft, MySpace, various carriers, game publishers, app developers and start-ups. Tamara was pivotal to WMG's music partnership with YouTube prior to its acquisition by Google. Over the years, she has represented WMG, Warner/Chappell and Google in their respective industry trade associations such as the Digital Media Association (DiMA), the National Music Publishers Association (NMPA) and the Recording Industry Association of America (RIAA). Previously, Tamara Hrivnak represented music and other entertainment companies, as well as technology and financial service businesses at Morrison & Foerster and Shearman & Sterling. She received her JD from the University of Toronto Faculty of Law and her BA in Politics from Queen's University in Canada.

## DICK HUEY

### Founder, Toolshed Inc.



Founded in NYC in 2001, Toolshed is an advisor to major consumer brands, media, tech, sports, and entertainment companies. Toolshed consults in the areas of digital strategy and music usage, brand development and social media integration/marketing, and music rights acquisition. Toolshed's San Francisco office provides social media grassroots marketing, direct-to-fan campaign design, and digital publicity. Dick launched and led the new media department at the Beggars Group (XL Recordings, 4AD, Matador Records, Rough Trade) from 1997 to 2001, licensed the company's groundbreaking digital catalog, established their digital direction, and he represented Matador Records on the SoundExchange board from 2003-2012. Recent Toolshed clients include Merge Records, Spotify, and Red Bull, and a host of other key independent record labels, artists, and music organizations. Toolshed has orchestrated over 350 digital PR and social media development campaigns for artists such as The Civil Wars, MNDR, Ani DiFranco, Sufjan Stevens, The Arcade Fire, and Aimee Mann. Toolshed sports-related projects include social media marketing strategy for Red Mountain in Rossland, British Columbia, for the 2013-'14 winter season. Additionally, they are the agency of record for Swenyo, a new southern California consumer room goods brand. Mr. Huey is a founding new media committee member of A2IM (American Association of Independent Music), an advisory board member at CASH Music, and a founding adviser to Tunecore and RoyaltyShare. Prior to Beggars Group, Huey was an artist manager of acts on Beggars Banquet Records and Glitterhouse Music in the early 90's.

## MICHAEL HUPPE

### President & CEO, SoundExchange



Michael Huppe is responsible for establishing the long-term strategic plan and vision for the music industry's most promising organization - SoundExchange. Mr. Huppe takes a passionate approach in directing the organization's mission of supporting and protecting the long-term value of music worldwide. His optimism helped to place SoundExchange among Forbes Magazine's "Top Names You Need to Know for 2011." Mike is an executive committee member of the musicFIRST coalition. He also serves on the board of directors of Leadership Music in Nashville, and The Societies' Council for the Collective Management of Performers' Rights (an international organization of performer societies). He is an active member of The Recording Academy, The Copyright Society, The American Bar Association, The

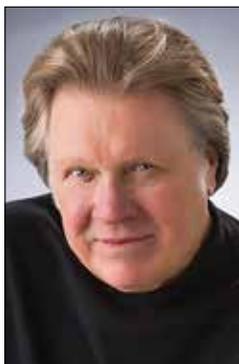
American Intellectual Property Law Association and The Fourth Circuit Judicial Conference. Michael received his Bachelor of Arts degree from the University of Virginia (Honors Government and Foreign Affairs Program; Phi Beta Kappa scholar), and his J.D. from Harvard Law School. He is currently an adjunct professor at Georgetown University Law Center where he teaches a seminar on music law, the history of the music industry and advanced copyright law. He resides in the Washington, DC metro area with his wife, two children and two dogs.



## IAN JAMES

### Managing Director, Mushroom Music Publishing

For 27 years, Ian James has been the managing director of Mushroom Music Publishing, the most successful independent music publisher in Australia. Mr James and the company represent many of the most prominent songwriters in Australia and New Zealand. Ian is also the deputy chairman of Australasian Performing Rights Association and chairman of the Australasian Mechanical Copyright Owners Society. Prior to joining Mushroom Music, he managed the Licensing Department and the Southern Region office of APRA for 10 years. He has a Bachelor of Commerce (Applied Psychology) from the University of New South Wales.



## MARK JAMES

### Songwriter, Mark James

Texas born songwriter Mark James first came to prominence penning “Hooked On A Feeling” for B.J. Thomas in 1969. Later, the band Blue Swede transformed it into a 1974 chart topper. James’ career breakthrough came when Elvis Presley cut his song “Suspicious Minds” - this landed him a number one hit around the world and helped resurrect The King’s career as a recording artist. In addition to hits written for Presley, which include “Moody Blue,” “It’s Only Love” and “Raised On Rock” - James co-wrote the classic “Always On My Mind” which was recorded by Elvis and became a signature hit for Willie Nelson in 1982. In 1983, the song earned James two Grammys for Song of the Year and Best Country Song, as well as a BMI Award for Song the Year. Four years later, Pet Shop Boys scored a smash hit with their cover of the song. Fine Young Cannibals, Jay-Z, Dwight Yoakam and Bill Withers are among the diverse array of artists who have recorded James’ songs. His music has been featured in films such as Kramer vs. Kramer, Black Hawk Down and Reservoir Dogs. In 1999, BMI announced its Top 100 Songs of the Century, which included three songs by Mark James. Ranked #91 on Rolling Stone Magazine’s Top 500 Songs of All Time, “Suspicious Minds” remains his most beloved and enduring composition.



## MIKE JBARA

### President Worldwide, ADA

Mike is responsible for leading the growth of ADA’s services to independent labels and artists, expanding the company’s global footprint and nurturing ADA’s unique identity. Mr. Jbara previously served as president and chief executive officer of Warner Elektra Atlantic Corp (WEA Corp), where he oversaw WEA and ADA’s day-to-day operations, including retail sales, direct-to-consumer sales and operations, merchandise sales, retail marketing, production and distribution. In earlier positions with the company, Mr. Jbara served as WEA’s executive vice president and chief operating officer, and from 2003 to 2005, was vice president, production and media operations, where he oversaw the company’s U.S. production and global digital operations. In 2001, he was vice president, operations and studio services where he was instrumental in the creation of WEA’s online music and in-house studio operations, which performs audio preparation, digital mastering and content quality control. Jbara initially joined WEA in 1996 as vice president, production operations where he led the day-to-day production operations. Jbara holds a Bachelor of Science Degree in Engineering from the University of Michigan.

## CRAIG KALLMAN

### Chairman/CEO of the Atlantic Records Group

Craig Kallman carries on the entrepreneurial tradition that has driven Atlantic Records since it was founded by Ahmet Ertegun over 65 years ago, and is embodied in the careers of such fellow Atlantic producer/executives as Jerry Wexler, Nesuhi Ertegun, and Doug Morris. Craig joined Atlantic in 1991, when the company acquired his independent Big Beat Records label. Advancing through the executive ranks, the New York-born Kallman was named Chairman/CEO of the Atlantic Records Group in 2005. After graduating from Brown University in 1987, Kallman worked for Factory Records and Billboard magazine, while DJ-ing at such legendary nightspots as Danceteria, Area, The Palladium, and The Tunnel. When he initially joined Atlantic he was named vice president / assistant to then Co-Chairman Doug Morris. Advancing to EVP, Kallman began to oversee Atlantic's entire A&R operation. His roster of trailblazing artists grew to include Aaliyah, whose Atlantic debut introduced producers Timbaland and Missy Elliott to the pop top 10, Brandy, Notorious B.I.G.'s rap clan Junior M.A.F.I.A., featuring Lil' Kim, and also hard rockers, such as Stone Temple Pilots and P.O.D. Craig also spearheaded Atlantic's involvement with film soundtracks, notably the smash Space Jam. Kallman was named Co-President in 2002, and in the fall of that year, he forged an alliance with the reggae label, VP Records. The first VP / Atlantic album - Sean Paul's groundbreaking, Grammy-winning Dutty Rock, sold six million copies worldwide. In 2002, Kallman inked Florida-based hard rockers Shinedown, and the following year he brought hip-hop icon T.I. into the Atlantic family. In 2004, Kallman was named co-chairman/COO of the newly formed Atlantic Records Group, and a year later was promoted to chairman/CEO. In recent years, Kallman has continued to bring a rich diversity of high-profile artists into the Atlantic fold; Death Cab For Cutie, Gnarls Barkley, Trey Songz, Lupe Fiasco, Flo Rida, Zac Brown Band, B.o.B, Skrillex and many others. Under Mr. Kallman's leadership, Atlantic has partnered with indie label Fueled By Ramen, with artists - Panic at the Disco and Gym Class Heroes. Since 2007, the seminal hard rock/heavy metal label Roadrunner has also been part of the Atlantic group. In 2010, Craig re-launched his Big Beat label which has had tremendous success with artists like the aforementioned Skrillex, Icona Pop, Martin Solveig, DJ Chuckie and others. Mr. Kallman also crafted one of the music industry's pioneering "360" deals, partnering with punk-pop quartet Paramore. Craig remains a hands-on creative collaborator with his artists - as A&R guru, producer, and songwriter. For instance - Lupe Fiasco's 2008 hit "Daydreamin'" (featuring Jill Scott) was produced and co-written by Mr. Kallman!



## JILL KAPLAN

### Producer, Video + Content Production, Columbia Records/Sony

Jill has an extensive background in the music video world. Prior to joining Columbia, she spent over a decade creating music videos and content at Atlantic Records before embarking out as a freelance commissioner. Her resume includes hundreds of video clips for a wide range of artists including Death Cab For Cutie, Christina Perri, Bright Eyes, MKTO, Chromeo, Celine Dion, Krewella, Phantogram, Trey Songz, Panic at the Disco and many others. Amongst her accolades is a Grammy nomination for her role as executive producer on Death Cab For Cutie's "Directions" DVD - best long form video nomination.



## STEPHANIE KARTEN

### A&R, Robbins Entertainment

For the past 13 years Stephanie has been with Robbins Entertainment. During this time she has worked with top selling artists such as Cascada ("Everytime We Touch" / "Evacuate The Dancefloor") and Afrojack ("Take Over Control"). Stephanie also signed September - whose single "Cry For You" went gold, with over 600K + copies sold to date. More recent signings include Australian DJ tyDi, DJ/Producer Glenn Morrison ("Goodbye") - currently close to achieving double platinum in Canada and soon to explode in the states - and lastly, Ahmir, the most popular R&B group on YouTube!



## MARK KATES

### Founder, Fenway Recordings

As a music manager whose name is inextricably linked with alternative music, Mark Kates has certainly worked with many interesting artists during his career. He spent over ten years at Geffen/DGC Records, including A&R for Sonic Youth, Nirvana, Hole, White Zombie, Elastica, XTC, Jawbreaker and countless others. Mark ran Beastie Boys' Grand Royal Records, but also spent time at two indie labels: Big Time and Ace of Hearts. Fenway Recording's client roster includes MGMT, Saves The Day, Guards, The Cribs, Mission of Burma, Doves, and Joywave among others. As DJ Carbo, Kates curates the Fenway Recordings Sessions, an ongoing Boston concert series since 2004. that has presented 250+ shows with artists including Diplo, fun., Echo & The Bunnymen, Hot Chip and MTV Hive livestreams with Tegan & Sara, Alt-J, and Cloud Nothings.





## ANDY KIPNES

### Co-Founder/Co-CEO, Advanced Alternative Media, Inc. (AAM)

Advanced Alternative Media is a leading music management company, with offices in New York, Los Angeles, Nashville and London. AAM specializes in the representation of songwriters, producers, composers, mixers, and artists. Mr. Kipnes' clients have included many of the most successful and sought-after music producers, mixers and songwriters of the last three decades; Dr. Luke, Cirkut, Andy Wallace, William Orbit, Kevin Rudolf, David Kahne, Jean Baptiste, Patrik Berger, Eman Kiriakou, Evan Bogart, Mark Ronson, Dust Brothers, Serban Ghenea, Steve Thompson and Michael Barbiero.



## DENNIS KOOKER

### President, Global Digital Business and U.S. Sales, Sony Music Entertainment

In his role as president, Dennis leads Sony Music Entertainment's digital business strategy and activities worldwide, as well as its sales and distribution division in the U.S. He is responsible for working closely with the company's key business partners as well as internal labels and divisions around the world to develop new revenue streams and grow Sony Music's revenues across all digital and physical platforms. In addition, he oversees Sony Music's U.S. Sales and Distribution team, Sony Music's independent distribution company RED, and the company's Direct to Consumer business. Dennis also represents SME on the boards of a number of companies operating in the digital space. Prior to taking his current position, Mr. Kooker was EVP, operations and general manager, global digital business and U.S. sales, leading the group's day-to-day operations. Previously, he served as EVP, operations for SONY BMG Music Entertainment's Global Digital Business and U.S. Sales unit, which included leading physical sales and channel marketing. Mr. Kooker served as senior vice president of BMG North America and he previously held a number of London-based operational roles within the company's UK & Ireland division.



## LUKE LAIRD

### Songwriter, Creative Nation

Luke Laird recently received a Grammy award for Best Country Album. He was also awarded the ACM Album of the Year, for co-producing Kacey Musgraves' debut Album "Same Trailer, Different Park." He was named 2012 BMI Songwriter of the Year and, in addition, Laird has penned 15 #1 Billboard country singles. These hits include Carrie Underwood's "So Small," "Last Name," "Temporary Home" and "Undo It." Luke also penned Blake Shelton's "Hillbilly Bone" featuring Trace Adkins, Sara Evans' "A Little Bit Stronger," Rodney Atkins' "Take a Back Road," and Eric Church's "Drink in My Hand" and "Give Me Back My Hometown." Mr. Laird is also responsible for hits: Chris Young's "You," Little Big Town's "Pontoon," Tim McGraw's "One of Those Nights," Hunter Hayes's "Somebody's Heartbreak," Lady Antebellum's "Downtown," and Brad Paisley's "Beat This Summer." He currently writes for and co-owns, Nashville publishing and management company Creative Nation with his wife Beth.



## LORI LANDEW

### Partner, Fox Rothschild

Lori is a respected entertainment lawyer with more than 20 years of experience, providing legal and consulting services to clients in the media and entertainment industries, primarily in the areas of music, television and film. Using the firm's Philadelphia, PA office as her home base, Lori works and travels extensively throughout the United States to serve as trusted entertainment counsel to a variety of clients with a wide array of business and legal needs that all relate to the creation, use and exploitation of creative content and brand cultivation. In her role as entertainment counsel and advisor, Lori regularly negotiates and drafts complex agreements – including production, distribution, licensing, sponsorship, merchandising, exclusive services, management, talent, development, employment, severance, nondisclosure and settlement agreements – all designed to support and advance her clients' business objectives. Lori's clients include multinational corporations, cultural institutions, closely held businesses, individual artists and creators and well known entertainment and media executives.



## JEFF LANIER

### Founder/A&R, Label Recruit

For most of his career, Jeff has worked for record labels. He served as an A&R consultant for RoadRunner Records and Icon Music Group. Numerous artists that have been scouted and submitted by Jeff have signed record contracts. At Philadelphia's MAD Dragon Records, Jeff served as both the head of publicity and as a member of the A&R team. He was tasked with handling national media - publicizing artists' releases and tours, and helping to select artists for compilation albums. While Jeff

worked at MAD Dragon, the label won Independent Music Awards' College Record Label of the Year award twice, and Record of the Year award for the Hoots & Hellmouth album of 2007. Since founding Label Recruit in 2012, Jeff has been involved with a number of projects, including serving on the A&R committee for the New Music Seminar and speaking as a panelist at MOVE Music Festival and New Music Seminar. Mr. Lanier added a concert series, beginning with the company's anniversary concert at Pianos in lower Manhattan. Label Recruit's Showcase Sessions have been attended by representatives from BMI, Sony Music, eOne, Drom, Tammany Hall, Break the Crates, Cyper PR Music, and Imagem, amongst others.

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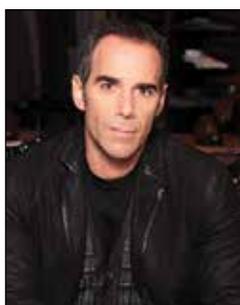


## **AVERY LIPMAN**

### **President/ Co-Founder, Republic Records**

Mr. Lipman stands out as a visionary music industry executive. In 1995, he teamed up with his brother Monte for the launch of Republic Records. Given its immense success in the marketplace, Universal Music Group acquired Republic as a fully owned subsidiary in 2000. The label continued to evolve into a powerhouse with a roster including icons such as Black Sabbath, Amy Winehouse and trailblazers such as Florence + the Machine and The Weeknd. Republic renewed its Universal partnership in 2012, and Avery was named president and co-Founder of Republic Records. Lipman's entry into the music business was as an assistant at Arista Records for music legend Clive Davis. He left the company in 1991 for Sony Records, rising through the ranks of the International's Business Administration Department. He and his brother were both Honorees for the 2007 TJ Martell Family Day.

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## **MONTE LIPMAN**

### **Chairman/CEO, Republic Records**

Monte Lipman co-founded Republic Records in 1995, alongside his younger brother Avery. On a mission to immediately discover and break new acts, the label soon launched the careers of multi-platinum modern rock bands Godsmack and 3 Doors Down. In 2000, Universal Music Group acquired the burgeoning company, and three years later Monte introduced the U.S. to Grammy Award-winning legend Amy Winehouse. Mr. Lipman re-engineered Enrique Iglesias to superstar status, and he is also credited with having initiated a deal with Prince, giving the icon his first number one album in over twenty years. In both 2012 and 2013, Republic would capture the #1 Nielsen market share (current releases), and Monte would fuel campaigns resulting in a series of #1 albums for Pearl Jam, The Weeknd, Jack Johnson, Drake, Ariana Grande, Black Sabbath, and Lorde. Monte Lipman is currently on the board of directors for both the Amy Winehouse Foundation and The TJ Martell Foundation.

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## **TOM LIPSKY**

### **President, Loud & Proud Records**

In 2007 Tom formed Loud and Proud Records as a joint-venture with Roadrunner Records. Prior labels under Lipsky's direction, including CMC International Records and Sanctuary Records Group, have been among the market leaders in the veteran artist space - with releases by Neil Young, Lynyrd Skynyrd, Robert Plant, Morrissey, The Allman Brothers Band, Widespread Panic, Iron Maiden and more. In the JV with Roadrunner, Loud & Proud was responsible for new albums by Rush, Lenny Kravitz, Rob Zombie, Lynyrd Skynyrd, KISS, and Kenny Wayne Shepherd. Mr. Lipsky's current roster includes Emmy Award winning actor and musician Jonathan Jackson and his band Enation, rock band The Winery Dogs, renowned jam band The String Cheese Incident, Multi-Platinum country artists BlackHawk, Seattle's alternative Walking Papers, and singer/songwriter Willie Nile. Loud & Proud Records is distributed in the U.S. & Canada by RED, and in the rest of the world by earMUSIC / Edel AG.

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## **GLENN LITWAK**

### **Attorney Glenn Litwak, Esq.**

Mr. Litwak is a veteran Santa Monica, CA based music and entertainment attorney. He has represented platinum recording artists in all aspects of their careers. He is a frequent speaker at music conferences such as the Hollywood Reporter/Billboard Film and TV Music Conference, the ASCAP "I Create Music" EXPO, the North by Northeast Music Conference in Toronto and the Winter Music Conference in Miami. Glenn has written articles that have been published in many music industry magazines; including Music Connection, Urban Network Magazine and Amalgamation Magazine. Mr. Litwak is an instructor at the UCLA Extension, Entertainment Studies Program where he teaches a course entitled "Self Defense in the Music Industry." Glenn has been profiled in California Law Business Magazine and Music Connection Magazine. He has been interviewed on a number of television shows, including Inside Edition, XTRA and Fox Cable News.



EST 1981



FUTURE CLASSICS

## ROSIE LOPEZ

### President, Tommy Boy Entertainment

Prior to being named president of Tommy Boy, Lopez spent six years as head of marketing and international, and spent two years as its vice president. It was during these years that she developed and led marketing campaigns for all releases, including Atlanta rapper Gucci Mane. She also collaborated with Showtime, taking “The L Word” and “Queer As Folk” soundtracks from cult to mainstream status. Lopez soon became deeply involved in A&R, and in 2005 signed international DJ Bob Sinclar. Considered by many to be the first EDM DJ to secure superstar status in America, his album Western Dream contained two extremely successful singles; “Love Generation” and “World Hold On”. Rosie’s other signings have produced more than thirty #1 singles on the Billboard Club Chart, resulting in that publication naming Tommy Boy #1 Dance Label for five years in a row! In 2011 she executive produced Tommy Boy’s sold-out 30th Anniversary Concert at the Montreux Jazz Festival in Switzerland. This included a narrative scripted by the label’s founder Tom Silverman, and featured performances from Afrika Bambaataa, House of Pain, Naughty By Nature, Coolio, Digital Underground, and Prince Paul. Early in her career, Rosie held GM positions at Louie Vega and Kenny Dope’s MAW Records, Big Life Records, and international DJ company DMC and MixMag. In addition to being a board member for Cyndi Lauper’s True Colors Foundation, she is a sought-after guest speaker and panelist at music conferences; including New Music Seminar, Amsterdam Dance Event, Winter Music Conference, and the Billboard Film & TV Music Conference.

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## TIM MANDELBAUM

### Partner, Fox Rothschild LLP

Tim provides strategic career and business guidance to a variety of talent and corporate clients in music, film, television, new media, literature and sports. He is recognized for his talents as a pro-active deal broker on behalf of his clients and serves them in all legal-related facets of their careers and businesses. As an experienced intellectual property and entertainment attorney, he regularly negotiates contracts and handles intellectual property matters regarding copyrights, trademarks and other branding tools for his clients. He is a frequent guest lecturer on issues pertaining to the changes confronting the entertainment industry resulting from the exploitation and monetization of intellectual property on the Internet. Tim is a member of several industry-focused groups, including the Entertainment Law Initiative of the National Academy of Recording Arts and Sciences (NARAS) and the Alliance of Artists and Recording Companies (AARC).

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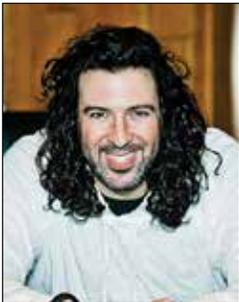


## BILLY MANN

### CEO, Green & Bloom/Topline

Billy Mann is a Grammy-nominated accomplished hit songwriter, producer, artist, executive and entrepreneur. Mann’s active discography includes P!nk, Cher, Sting, John Legend, Take That, Kelly Rowland, Hall & Oates, Martina McBride, Celine Dion, among others. Mr. Mann began as an A&M artist in 1994. After two albums, Mann’s ambition switched to writing, producing and entrepreneurialism. In 2001, he founded Stealth Entertainment, a talent development company with focus on brand partnerships. EMI acquired Stealth in 2007 and Mann was appointed president of International/Global Artist Management, overseeing EMI’s rosters in over 30 countries. In 2010, Mann was appointed president of Creative-BMG before becoming CEO of Green & Bloom/Topline the following year. In only 3 years, Green & Bloom/Topline has staff on both coasts, over 35 songwriters, nearly 3,000 copyrights and chart-topping success around the world. Mann is a board member of Autism Speaks and co-founder of the Rema Hort Mann Foundation.

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## VALERIE MARCUS

### Entertainment Lawyer, Valerie Marcus LLC

Valerie founded her law practice in 2004. She currently represents record labels and other types of entertainment companies. Her clients also include artists, producers, non-profits - in all aspects of entertainment transactions; including recorded music, music publishing, artist management, sponsorships, live performances, television, film, catalogue acquisitions, trademark & copyright matters, employment agreements, and website / app developer agreements. Prior to starting her practice, Valerie was VP of business and legal affairs at the RCA Music Group, and also worked in business affairs at independent labels such as Jive and Tommy Boy. Valerie Marcus was also an associate at Vladeck, Waldman, Elias and Engelhard, a boutique labor and employment firm. She attended Oberlin College and Yale Law School.

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## DAVID MASSEY

### President, Island Records

As president of Island Records in the US, David oversees artists such as Fall Out Boy, Avicii, Bon Jovi, and The Killers, as well as new signings - Tove Lo and Kiesza. He began his career as an artist manager, and in 1991, left management to join Sony Entertainment as vice-president of A&R at Epic Records, rising to executive vice president/general manager of the label in 1997. During this time, Mr. Massey worked with Oasis, Silverchair, Shakira, Franz Ferdinand, among others. He became executive vice president of A&R for Sony Music in 1999, focusing on Global A&R. David also founded Daylight Records, a Sony imprint and home to such artists as Anastacia, Delta Goodrem, Good Charlotte, The Jonas Brothers, Phantom Planet and Cyndi Lauper. David Massey serves as a trustee to The National Academy of Recording Arts and Sciences. He has a Masters degree in Law from Cambridge University.



## MIKE MCCREEDY

### Co-Founder/ CEO, Music Xray

Mike's passion is to make song and talent discovery for industry professionals easier, more efficient, and less risky.



## ROBB MCDANIELS

### Founder & CEO, INgrooves Music Group

As INgrooves celebrates its 12th anniversary year, Robb McDaniels remains on the edge of new technological developments in the music business. He has emerged as an industry thought leader on the subject of "cloud based" streaming models, regulatory changes for ISPs and the increasing popularity of mobile and web applications as the new interactive format for media consumption. INgrooves Music Group is a leading independent global distribution & marketing company, comprised of its Distribution Services, INresidence Artist Services, and Music Publishing divisions. Visit [www.INgrooves.com](http://www.INgrooves.com) to learn more. Robb was included in Billboard Magazine's "40 Under 40" list in both 2012 and 2013.



## DOUG MCVEHIL

### Senior Vice President, Content and Programming Vevo

Doug McVehil has managed traditional and online marketing campaigns for the entertainment/music industry for over 20 years and worked in start-up, high growth, mature and turnaround business environments. Currently senior vice president of content & programming for Vevo, Doug directs all aspects of music programming on the world's leading all-premium music video and entertainment platform, including original content programming, creation of branded entertainment, management of industry/artist relations and development of new video series, franchises and events. Prior to joining Vevo in 2011, Doug was SVP, Digital at Sony Music's Epic Records, where he oversaw all aspects of the label's digital marketing campaigns, artist website development and music video promotion strategies. Previously, he spent 11 years running Epic's Video Promotion department. Prior to his tenure at Epic, Doug held posts at Atlantic Records and Endless Music. Doug has also worked in television, as a producer and program director for KBDI, and in retail, as a buyer for Wax Trax Records, both in Denver - where he started his career as a popular club DJ.



## GLENN MENDLINGER

### Senior Vice President / General Manager, Astralwerks Records

Glenn has been overseeing the label's A&R and marketing functions since 2007. He first joined Astralwerks in 1998 as a project manager for acts such as Fatboy Slim and the Chemical Brothers. From its earliest days in 1993, Astralwerks ignited the electronic music movement in America; breaking legendary artists like Fatboy Slim and The Chemical Brothers. Mr. Mendlinger and his colleagues at Astralwerks were instrumental in bringing electronic music into the mainstream with artists such as David Guetta and Swedish House Mafia - today, the label maintains its status within the genre; with a true understanding of the current climate of dance music, simultaneously keeping their roster stacked with proven EDM veterans. Their new generation of artists includes deadmau5, Empire of the Sun, Porter Robinson, Eric Prydz, and Duke Dumont. Astralwerks has also successfully launched the careers of experimental, indie, and alternative artists throughout its 20-year history; Kraftwerk, Future Sound of London, Sia, Röyksopp, Hot Chip, Air, Gold Fields, The Kooks, and more.



## **CLARK MILLER**

### **Executive Vice President, Warner Chappell**

Prior to joining Warner Chappell, Clark most recently served as executive vice president of international business affairs and global opportunities for Sony/ATV Music Publishing, a post he held since Sony/ATV acquired EMI Music Publishing in 2012. He previously spent 19 years with EMI Music Publishing, where he was named general counsel and executive vice president in 2005. Miller began his career practicing law with Cassels Brock in Toronto before joining Peter Steinmetz & Associates as an entertainment and communications law specialist. He later established his own practice, Clark Miller & Associates, with a focus on entertainment law. An accomplished guitarist, Clark Miller holds a Bachelor's degree from the University of Toronto and earned his law degree from the University of Toronto Law School.

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## **ZACHARY MORTENSEN**

### **Exec Producer, Ghost Robot**

Sometime in the 90's Zach fell off a turnip truck, fresh from Colorado, and landed in the East Village, NYC. He has lived there ever since. Zach has produced short films, feature films, music videos, commercials and a lot of fun dinner parties. Zach is the founder of Ghost Robot, a New York City based creative production company. Ghost Robot has produced hundreds of commercials and music videos for artists including: Bjork, Yoko Ono, Grizzly Bear, Reggie Watts, Morningwood, RJD2, Zero 7, The Cool Kids, New Villager, Galactic, Seventeen Evergreen, Ra Ra Riot, James Iha, Kid Cudi & Kanye West and many many more.

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## **MARC MOSCOWITZ**

### **CEO/Founder, Wealth Management Associates LLC**

In 2003 Mr. Moscovitz founded Wealth Management Associates LLC, primarily for the purpose of providing business management and accounting services to music, TV and film artists, models, talent managers, producers, directors, actors, recording executives and others involved in the performing arts. In addition to its general business administrative services, Marc and his organization offer tax strategy and planning, general consulting, as well as provide services to branding companies, apparel companies, Internet and social media firms. Mr. Moscovitz is a much sought-after lecturer on the subject of business management and holds a BS degree in Management Science from Rensselaer Polytechnic Institute, Troy, NY.

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## **PATRICK MOXEY**

### **President, Ultra Records**

As president and founder of Ultra Records, Ultra Music, and Ultra International Music Publishing, Patrick Moxey is by all accounts a visionary pioneer who has pushed past barriers to bring hip hop and electronic dance music into mainstream America. Executive producer of 3 Grammy Award winning records, Moxey is now focused primarily on the electronic dance music scene, which is topping the pop charts via tracks such as Calvin Harris' collaboration with Rihanna "We Found Love." Without Moxey and Ultra Music, the sound that has captured young U.S. music fans' hearts, minds and wallets might never have happened.

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## **BRAD NAVIN**

### **CEO, The Orchard**

CEO of The Orchard since February 2010, Brad Navin brings more than 17 years of experience in the ever-evolving landscape of digital music and media. Prior to being named CEO, Brad served as vice president and general manager of the company - which he joined in 2003. Brad first started working in the areas of digital media and intellectual property management when he was named vice president of music and programming at Digital Club Network, a pioneer in digital music. Prior to that, Brad worked across many sectors of the music industry at companies such as William Morris Agency and Invasion Group. Brad is currently a board member of Next Big Sound. He is a weakness for "songs with good hooks" and is proud of the fact that his son's first earworm was "Yellow Submarine!"

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## **WILL PAGE**

### **Director of Economics, Spotify**

Mr. Page is currently the director of economics at Spotify.



## TOMMY PAGE

### Head of Music, Pandora

In 2013 Tommy Page left Billboard magazine, where he was publisher, and joined Pandora as head of music partnerships. Tommy is charged with expanding artist development programming through branded content and live music experiences, and building on Pandora's existing strong relationships with bands, brands and fans. His two decades at Warner Bros. Records in the A&R and Radio Promotion department provided him the grounding and experience necessary to pursue and achieve Pandora's current goals - those in branded content and the offline experiential marketing space.

## DOMINIC PANDISCIA

### President, Caroline

Prior to being named president of Caroline Mr. Pandiscia was previously overseeing all commercial relationships for EMI North America; label strategy, distribution, branding, synch, licensing, merchandising, product development, and new channel development. While at EMI North America, Dominic executed the landmark iTunes/Beatles deal, as well as oversaw the commercial strategy for numerous releases; The Decemberists, Amos Lee, Katy Perry, Norah Jones and more. It was during Dominic's tenure at Virgin that countless artists and labels were developed in partnership with Caroline. This directly led to many successful long-term careers, including artists such as The Smashing Pumpkins, Placebo, Ben Folds Five and more. In 2008 Mr. Pandiscia accepted the task of building EMI Label Services/Caroline Distribution. The result; a nearly doubling of market share and multiple Top 10 debuts by a far-ranging and spectacular line-up of artists; John Fogerty, Barenaked Ladies, Slash, Five Finger Death Punch, Bobby V, Raekwon and more. With Dominic Pandiscia as President, 2013 proved to be the biggest market-share year in the 30 year history of Caroline including new partnerships with ATO, The Hit Life, So Recordings, Motiv, Dine Alone and more.



## RALPH PEER

### CEO, PEERMUSIC

Ralph oversees a global network of music publishing companies, operating from 32 offices located in 28 countries. He is vice president and director of the National Music Publishers' Association (U.S.A.) and the Harry Fox Agency. Mr. Peer has served on the Boards of both MCPS and ASCAP, and is a lifetime member of the Country Music Association. Ralph is past chairman and current vice-president/director of the Brussels-based International Confederation of Music Publishers (ICMP/CIEM), and he was a founding Board Member of e-Music serving from its inception until its sale to Vivendi. Ralph Peer received his Bachelor's degree in economics and his MBA from Stanford University. In 1999 he was awarded an honorary Doctorate of Philosophy from Witten/Herdecke University in Germany.



## MARK PIIBE

### EVP - Global Business Development & Digital Strategy, Sony Music

Before joining Sony, Mr. Piibe held a number of positions at EMI Music; most recently executive vice president - global business development. Mark previously served as senior vice president & head of content at MusicGremlin, a digital music start-up. He also served as associate general counsel at the original Napster. Prior to Napster, Mr. Piibe was an associate in the New York office of Arnold & Porter. He has liberal arts and law degrees from McGill University in Montréal, Canada, and an MBA from INSEAD in Fontainebleau, France.



## MICHAEL REINERT

### Partner, Fox Rothschild LLP

A seasoned entertainment executive, Michael has worked with many platinum-selling artists while serving as legal counsel to some of the world's largest and most legendary recording companies. His clients benefit from his in-depth experience in drafting and negotiating contracts. Mr. Reinert's deep knowledge of the entertainment business has earned him professorship roles throughout the country. Additionally, Michael's numerous industry memberships and associations continue to greatly benefit his clients. Previously, Michael served fourteen years as executive vice president of business and legal affairs for the Universal Motown Republic Group, a division of UMG Recordings, Inc, and prior to joining Universal, Michael was the vice president of business & legal affairs for PolyGram Records, handling those duties for the legendary Verve Records label and Mercury Nashville Records. Michael has been a contributing editor to the Practising Law Institute. He frequently lectures at schools and seminars around the country, and recently served three years as the chairman of the Entertainment Law Initiative of the Grammy Foundation - a division of the National Academy of Recording Arts and Sciences (NARAS), which focuses on legal education programs for aspiring entertainment attorneys. Mr. Reinert still sits on its board of directors.





## DAVID RENZER

### Chairman, Spirit Music Group

Spirit Music Group is one of the world's leading independent music publishing companies. Mr. Renzer is a veteran music and entertainment executive whose career has included leadership positions with the world's largest and most well-known music publishing companies. Renzer served at the helm of Universal Music Publishing Group (UMPG) as chairman and CEO, responsible for overseeing the activities of the company's 57 offices in 47 countries. In 15 years at UMPG, he shepherded the company through a period of unprecedented growth which saw the acquisitions of such legendary catalogues as Zomba, Polygram, Rondor and BMG Music. His distinguished career began at Zomba Music Publishing, where he rose to SVP and GM. During his decade-long career there, Renzer helped Zomba achieve both ASCAP's R&B and Pop Publisher of the Year Awards. Renzer is on the Boards of the NMPA, Creative Community for Peace and Foundation for Ethnic Understanding.

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## PERRY RESNICK

### Principal, RZO LLC

RZO LLC, is a boutique business management firm representing classic artists such as The Rolling Stones, U2, Sting and David Bowie. Perry runs the daily operations of RZO's Royalty & Compliance Department, where he has recovered in excess of \$50 Million in royalties for artists and songwriters. He has also valued numerous music catalogues for purchases, sales, and estate tax purposes. In addition to the music industry, Perry has performed examinations in the motion picture, television, home video and book publishing industries. A strong advocate of artist rights, Mr. Resnick is an artist representative on the Board of Directors of Sound Exchange. He was formerly the treasurer of the US branch of the Music Managers Forum. Mr. Resnick is a Certified Public Accountant, licensed by the State of New York.

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## ELLIOT RESNIK

### Associate, Shukat Arrow Hafer Weber & Herbsman, LLP

Elliot A. Resnik has a general entertainment practice. As an attorney at Shukat Arrow Hafer Weber & Herbsman LLP, Elliot represents some of today's most notable Grammy winning and platinum selling artists, producers and companies in a diversity of genres. Mr. Resnik's practice concentrates on music and entertainment industry transactions including artist, writer and producer representation for recording and publishing agreements, licensing, trademark, joint ventures, digital distribution, record label and publishing business affairs. Mr. Resnik is also experienced in transactions for the film, television and video game industries, digital content publishing and online networks. Prior to joining the firm in 2009, Mr. Resnik was a member of the legal and business affairs team at independent giant TVT Records, and was the principal of The Law Offices of Elliot A. Resnik. Mr. Resnik received his BA in Philosophy in 1997 from McGill University. He received his JD from New York Law School in 2000 and served as President of the Media, Entertainment and Sports Law Association.

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## AUSTIN RICE

### A&R, Columbia Records

While still attending Columbia University in New York City, Austin began his career with Sony Music, working as a college marketing rep. In 2009 he joined Columbia Records full-time, working on campaigns for Adele, Broken Bells, Manchester Orchestra, and others. He moved over to the A&R department two years ago, to spearhead research and analytical efforts. Austin has now been involved in several signings to the label; most recently, New Zealand band - The Wylid.

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## MARK RICHARDSON

### Editor-in-Chief, Pitchfork

Mark Richardson has been writing for Pitchfork since 1998, and his column Resonant Frequency has appeared here since 2001. He is the author of "Zaireeka". Born and raised in Michigan, he now lives in Brooklyn.

# UPCOMING SWEDISH ACTS

## SHOWCASE

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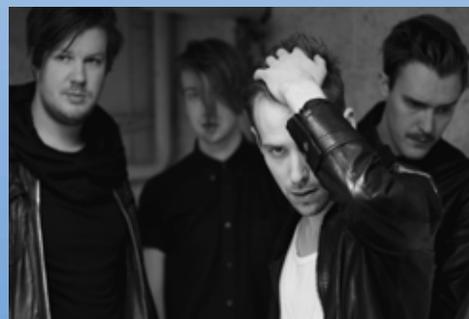
AT

CAKE SHOP

152 Ludlow Street



**THE MAGNETTES**

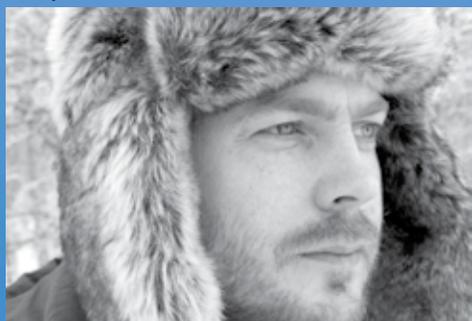


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**pop music** **HELP**

## NILE RODGERS

### Producer/ Writer, Nile Rodgers



Nile has written, produced and played on many of pop music's most memorable albums and singles. After his initial success with his band CHIC, bringing us "Good Times," "Le Freak" - Nile and his CHIC partner, Bernard Edwards, wrote and produced the biggest selling albums for Sister Sledge ("We Are Family") and Diana Ross ("Upside Down" and "I'm Coming Out"). Nile went on to produce, compose and/or play on some of the best-selling recordings of all time and for a wide variety of artists. His collaborations includes music for David Bowie, Daft Punk, Duran Duran, Madonna, INXS, Mick Jagger, Peter Gabriel, Britney Spears, Joss Stone, Maroon 5, Coming to America (Soundtrack) and many more. As a cancer-survivor and successful author, Nile continues to break ground producing and releasing music for critically acclaimed video games, Halo (Series), Gears of War - as well as maintaining a strong presence in the world of pop, rock and dance music. With his ever-evolving CHIC Organization, Nile Rodgers and the band are still very active touring the world and bringing smiles, music, dance and of course ... "the funk" to people of every age.

## JIM ROPPO

### EVP of Marketing, Republic Records



Jim Roppo leads marketing, digital, video and artist development initiatives for Republic Record's all-star roster of multi-platinum, award-winning artists such as Amy Winehouse, Ariana Grande, Black Sabbath, Colbie Caillat, Enrique Iglesias, Florence + the Machine, Godsmack, Gotye, James Blake, Of Monsters and Men, Owl City, among many others. He also works closely with Republic's innovative imprints and digital business ventures, including Brushfire, Jack Johnson, G. Love, Cash Money, Lil Wayne, Drake, Nicki Minaj, Lava Records, Jessie J, Lorde, Loma Vista, Soundgarden, Damian Marley, St. Vincent, Monkeywrench, Pearl Jam, Casablanca Records, Tiesto, Martin Garrix, NBC's The Voice, Cassadee Pope, Danielle Bradbery, Republic Nashville, The Band Perry, Florida Georgia Line, The Eli Young Band, XO, The Weeknd, among others.

## JENNA H. RUBENSTEIN

### Creative, Insieme Music Publishing, Insieme / Glassnote



Jenna's role at Insieme Music Publishing requires that she coordinates with, and works alongside the company's growing roster of writers and artists; including GIVERS, Deap Vally, Robert DeLong, Cara Salimando, Oberhofer, Jeremy Messersmith and others. Duties also include setting up co-writes, pitching songs for cuts, obtaining sync licenses, and seeking out new writers / artists to sign to the Insieme roster, which is an affiliate of Glassnote Entertainment Group. Prior to Glassnote, Jenna served as director of creative for Jellybean Benitez's music publishing company. She has also been a longtime staff writer for MTV's main pop music blog, MTV Buzzworthy, where she curated the site's pop culture music content and sought out up-and-coming bands to profile.

## JOHN RUDOLPH

### Principal, Music Analytics



John Rudolph serves as a strategic and M&A advisor to various media and tech businesses. Widely regarded as an expert in media intellectual property and tech, his operational experience and strategic vision as a growth CEO and CFO is proven and valued. He is the founder of Music Analytics, Chairman of Elias Arts, on the board of advisors of Rumblefish, Music180, K2 Media and Siemer and Associates, and advises several tech and media businesses in their M&A/financing and business activities. Most recently he was the CEO of Bug Music, Inc., a leading global independent music publisher, which he led to #99 on 2009 Inc. 500, and later successfully guided to its sale for over \$300M+ in October 2011 to BMG Rights.

## COLIN RUSHING

### Senior Vice President and General Counsel, SoundExchange



Colin Rushing oversees the company's legal, regulatory, and corporate affairs. He supervises rate setting proceedings, directs the company's enforcement program, and plays a key role in shaping SoundExchange's strategic development. Colin joined SoundExchange in the role of senior counsel for licensing and enforcement. In this role, he developed a comprehensive enforcement program, advised the company on regulatory matters, and helped manage rate-setting proceedings. Colin graduated from James Madison University and the University of Virginia School of Law. After law school, he clerked for the Hon. T.S. Ellis III in the United States District Court for the Eastern District of Virginia. Also prior to joining SoundExchange, Colin was an attorney at Wilmer Cutler Pickering Hale and Dorr LLP Washington, D.C., where he focused on intellectual property and media law.

## JON SALTER

### General Manager, ATO Records



Jon Salter oversees A&R, marketing & sales, and business operations at ATO Records. An 18-year veteran in the music industry, Salter has worked in nearly every aspect of label work - beginning with his first job as an assistant in the Creative Services department of Geffen Records, in 1996.. Salter is responsible for introducing acclaimed new artists including the Grammy-nominated Alabama Shakes, Rodrigo Y Gabriela, Benjamin Booker and Caitlin Rose. Under Salter's leadership, ATO has worked to sign and develop countless new artists while supporting and growing audiences for career artists. This year, J. Roddy Walston and Hurray for the Riff Raff have both enjoyed career-defining moments and break-through success. Salter began at ATO in 2006 as a product manager. Prior to joining the company, Salter was the senior director of digital marketing at RCA and BMG Records from 2000-2006, where he worked to develop successful and innovative campaigns for The Strokes, Kings Of Leon, My Morning Jacket, Christina Aguilera, Ben Kweller, and Dave Matthews Band. Honoring the value of small-batch vinyl pressings, Salter independently released limited-edition albums on his own imprint, Camera Records, which he founded in 2005. Artists on his label have included Ben Kweller, The Mother Hips, The Court & Spark and The Bees. Mr. Salter also worked at Trauma Records early in his career. He's a graduate of The University Of Arizona. Jon is a passionate music fan and drummer. He lives in Brooklyn with his wife and their dog, Ringo.

## PHIL SARNA

### Managing Director, PS Business Management LLC



After graduating from NYU School of Business with degrees in accounting and economics, Phil worked at several large and prestigious NYC accounting firms. In 1993 he set his sights on the music business and began his business management career at Provident Financial management, one of the largest and most successful business management firms. Ten years later he left as the Managing Director of the New York office, and founded PS Business Management, LLC. Mr. Sarna and his team at PS Business Management LLC offer its unique brand of business management, by providing emerging artists with the business acumen to navigate both the normal challenges of running a business, and the complexities of the new business models facing musicians today.

## PETER SCHWARTZ

### Vice President and Head of Urban Music, The Agency Group



In addition to his duties at The Agency Group, Peter also represents his own roster of musical talent, including over 40 artists in urban and pop music. He joined The Agency Group in 1993, after spending two years at the William Morris Agency in their coveted agent trainee program. Mr. Schwartz has been at The Agency Group longer than any other current employee in North America and has been an integral part of the growth of the company; helping it grow from a small boutique agency, to one of the most prominent global music agencies in the world. As an agent and head of urban music, Schwartz has booked over 25,000 shows and coordinated hundreds of artists' tours during his tenure with the company. Peter's current client roster includes: Wiz Khalifa, Macklemore & Ryan Lewis, A\$AP Rocky, Ty Dolla \$ign, Cypress Hill, DJ Cassidy, Tyga, Joey BadA\$\$, Big K.R.I.T. and many more. Mr. Schwartz graduated from Syracuse University's Newhouse School of Communication in 1990.

## PETER SHAPIRO

### Founder, Owner, Brooklyn Bowl



Independent music and film entrepreneur Peter Shapiro's eclectic and wholly individual career path has led to acclaimed and ground-breaking projects - like the IMAX concert films "U23D" and "All Access", the annual Jammys awards show, America's Largest Earth Day event, and Green Apple Festival. Mr. Shapiro is founding partner of The Great GoogaMooga food and drink festival, founder of Central Park Jazz & Colors Festival - a 1 day experiential music festival encompassing the 843 acres of Central Park. He is also co-founder / director of 3ality Digital, a leading 3D technology company and owner of numerous celebrated venues: Wetlands, The Slipper Room, Brooklyn Bowl, Brooklyn Bowl Las Vegas, Brooklyn Bowl London and The Capitol Theatre. Peter is publisher of Relix Magazine, which also owns the popular website, Jambands.com and Hear & There. He is founder of the Lockn' Music Festival - a 4 day camping and music festival and a co-founder of the environmental consulting firm, GreenOrder. Mr. Shapiro is a member of the Arts Committee of the City Parks Foundation's Board of Directors, a board member of Headcount, Central Park SummerStage, The Rock and Roll Hall Of Fame, The LowLine and New York Public Radio.

## ALLISON SHAW

### Founder and CEO Manic Monkee MGMT

Shaw started her music career as a DJ for mainstream rock format station 94 Rock in Albuquerque. From 1998 - 2002, she was a writer for VH1/MTV online. In 2004, Allison started nationally-distributed Hyperactive Music Magazine and simultaneously founded the Hyperfestival and Conference in New Mexico. Shaw has interviewed over 1000 performers including Elton John, Tina Turner, Lenny Kravitz, Green Day and Robert Plant. In 2007, Allison was the executive director for the Santa Fe Muzik Fest which had over 65 thousand attendees. Allison has also traveled extensively - helping to create awareness for the brand music.us, the exclusive, global, community-based Top-Level Domain (TLD) name that gives music entities and the music community a unique identity online and a validated industry-standard for official music websites. She was director of operations for Listen Records/Sony, and is one of the creators and event producers for Rachael Ray's Feedback parties at SXSW. Currently Shaw is one of the Co-Founders of The Quantum Collective which is a multi-platform movement, comprised of innovative entertainment, new media and consumer companies that aim to expand awareness for artists and brands through their collaborative efforts. Allison owns Manic Mokee MGMT and Brand Development, which focuses on brand-alignment between artists and brands, and in addition, her management company also manages bands and producers, singer/songwriters. Shaw currently heads up all brand development for Rock And Roll Hall Of Fame inductee Public Enemy. Allison remains quite busy spearheading the branding efforts for the digital distribution company Spit Digital, Jakprints, the satire news site Hollywood And Swine, Hollywood Elite Composers and Artists, and several others. She is on the board of directors for nonprofit music charity Sweet Relief.



## JONNY SHIPES

### CEO Cinematic Music Group

Manhattan native Jonny Shipes got his start in hip-hop in 2000 promoting events. Still in his 20's, Jonny then began managing DJ's, which eventually led to managing artists, such as Foxy Brown and Nappy Roots. Cinematic Music Group is a true independent label, and Shipes has discovered many exciting new artists - Big K.R.I.T., Smoke DZA, Nipsey Hussle and Joey Bada\$\$\$. Safe to say ... Jonny Shipes definitely knows rap music.



## ALAN SILVERMAN

### Founder/ Mastering Engineer, Arf! Mastering

Mastering engineer, Alan Silverman, credited on over 50 Grammy-nominated and winning albums, has worked with a diverse range of artists including Norah Jones, Earl Klugh, and Keith Richards. Alan is a two-time nominee for Record of the Year and Album of the Year and his remix and mastering of the Americana cult-classic "Heartworn Highways" was selected by the editors of Stereophile as one of the "top 66 CDs of all time." Alan combines high-resolution mastering with commercial realities. His remastering of the entire RCA and Arista catalogs of The Kinks for high-resolution Super Audio CD received critical acclaim. Alan teaches the art of mastering at the prestigious Clive Davis Institute of Recorded Music at NYU, and in the Tonemeister program at the Department of Music and Performing Arts Professions at NYUSteinhardt.



## JULIEN SIMON

### VP Music Rights and US Operations, Deezer

Prior to joining Deezer, Julien worked for BMG Music and Sony Music - developing digital strategy efforts and general sales. In 2008, Mr. Simon joined Deezer as VP music rights and label relations. Following years of negotiations with rights holders and business partners (these include iTunes, Amazon, and Orange), Deezer launched in 182 countries in 2011. Deezer is an innovative and dynamic music start-up; offering a direct subscription service, and currently developing partnerships with mobile carriers in almost 30 countries. Julien recently moved from Deezer HQ in Paris to NYC, to manage specific music rights issues that are relative to the US market. He will be spearheading Deezer's US operations, soon to launch here in the states.



## RALPH SIMON

### CEO & Founder, Mobilium Global - mobile

Ralph Simon is one of the founders of the global mobile content, social music, entertainment & social media industry. He is a distinguished mobile visionary & innovator, and popularly known as "the father of the ring tone". His unique understanding of what drives world-wide smartphone lifestyles, mobile business models, multi-screen creativity, mobile social media and the latest mobile app development & innovation,



is internationally recognised and always places him at the forefront of the latest mobile video and music innovation. He co-founded and grew Zomba/Jive Records into a major global music label and music publisher, and then developed the world's first international commercial ring tone service at the birth of mobile content and delivery. Mr. Simon is considered one of the world's top 50 executives in the mobile industry, since 2005. Respected as a provocative moderator and interviewer, he is also a sought-after high-level entrepreneur, business and brand advisor. Ralph is constantly and relentlessly searching for the hottest new mobile social media apps, platforms, and global innovation - he knows how to reach the world's "Screenagers" and is a firm believer that "the future already belongs to Screenagers all over the world - all 7.2bn of them!" Ralph Simon is based in London, and is a fellow of the Royal Society of Arts.



## PAUL SPRINGER

### Senior Vice President, Rhapsody

Paul leads Rhapsody's U.S. and Latin America businesses, overseeing Rhapsody's product, public relations and marketing, partnerships, and strategy groups. Previously, Paul was a senior leader at Amazon.com in the Kindle division and has extensive experience as a strategy and technology consultant at Deloitte. Paul graduated summa cum laude from Boston College's Carroll School of Management Honors Program and earned a master's degree in business administration from the Harvard Business School.



## JIMMY STEAL

### Programming Director, Power 106

Mr. Steal has guided KPWR to its highest ratings ever. Currently Power 106 is #1 in adults 18-34 and adults 18-49. In his Digital responsibilities Jimmy functions as a creator and implementer of National Digital strategies and partnerships for Emmis. Jimmy has been with Emmis for 15 years. Jimmy has also spent time at KEGL/KDMX in Dallas, where he and his team achieved highest ratings in their 25 year history, and KEGL's highest share 12+ share since the mid 90's. Previously, he elevated radio station WKRQ Cincinnati to a 7.3 share 12+, its highest ratings in 5 years and during his tenure at KEGL Dallas, was a member of the team that achieved highest ratings ever for the frequency. He is a graduate of University of Central Florida with a BA in Communications, Radio/ TV Production. Together, Jimmy, and Power 106 have won multiple NAB Marconi Awards and Radio Ink's Best PD's in America Awards. Originally from New York City, Jimmy lives in Los Angeles, with his wife Juli, and their two children.



## SEYMOUR STEIN

### Co-Founder/Chairman, Sire Records

One of the music industry's most influential record labels and home to some of the most iconic names in modern music, Sire Record's founder Mr. Stein has been discovering and nurturing distinctive artists and groups for many decades. Indeed, Sire has been a goldmine for cutting-edge music, from popular trailblazers like Talking Heads and Tom Tom Club, Depeche Mode, Pretenders, The Flaming Groovies, The Smiths, the Cure, Echo and The Bunnymen, Erasure, Yazoo, The Cult, The Rezillos, The Undertones, Madness, M, The Replacements, Ice T, k.d. lang, Seal, Everything But The Girl, Aztec Camera, Dinosaur Jr., Wilco, Uncle Tupelo, My Bloody Valentine, Primal Scream, The Farm, Ride, Aphex Twins, Ministry, Throwing Muses, Belly, Little Jimmy Scott, SpaceHog. Current artists include Regina Spektor, Tegan And Sara, Delta Rae, The Veronicas, Kill It Kid, Ewert And The Two Dragons, Ben Fields, and Cold Fronts, along with some soon to be announced recent signings from Asia. Seymour Stein's unique ability to anticipate musical trends, and to discover and sign the greatest artists within those movements, has left an indelible mark on pop culture and helped to launch and nurture the careers of some of music's most memorable artists - putting Punk and New Wave on the map in the 1970s and 1980s. When Seymour first saw the Ramones in 1975 he was immediately drawn to black leather ethos, angry chords and one-of-a-kind loud and fast melodies that are their hallmark. "It was like sticking my hand in a live electric light socket," Stein recalled of his first exposure to the band. "The jolt went right through me." Undaunted by the nervous, yelping vocals and offbeat art-pop songs of Talking Heads frontman, David Byrne, Stein saw in the band an essential piece of music's future. Other punk/ New Wave bands from CBGBs signed to Sire included Richard Hell and The Voidoids, The Deadboys, and Tuff Darts. Stein also saw merit in the Pretenders, who recorded on Sire for nearly two decades. By the early 1980s, Sire was one of the industry's most influential creative homes. A major non-New Wave discovery during that fertile period was a rising young dance-music artist named Madonna. Sire released her first single ("Everybody"/"Burning Up") in the fall of 1982, but at a meeting several months earlier Stein signed Madonna to a multi-album deal, and she remained with Sire and Warner Bros., until joining Live Nation in 2007. Mr. Stein has been associated with Warner Bros. for nearly 35 years, and in 2011, the label will celebrate its 45th Anniversary. He remains as active as ever. In addition to being one of the few executives inducted into the Rock and Roll Hall of Fame, Stein was also presented Billboard's first Icon Award at their conference in 2012. Most

recently on 8th October 2013, Stein was given the first ever CBGB's Festival Icon Award. Mr. Seymour Stein is a national treasure and true legend.

## JAY STEVENS

### Senior Vice President of Programming, Radio One Inc.



Jay started his career over 30 years ago, as a freshman at Brockport State University, with a dream; "to be a guy on the radio". After graduating with a degree in Broadcast Communications, Jay worked in his hometown of Rochester, NY, but soon headed to Indianapolis and to Lansing, Michigan, where he programmed his first radio station. His career progressed, with programming jobs in Rochester, NY, New Orleans, Phoenix and Washington, DC. Several years later, Jay was promoted to Vice President of Programming, overseeing the CBS DC stations as well as the CBS Urban stations. 16 years later, Jay was recruited as Sr. VP Programming Content for Radio One - his current position. Radio One Inc is the nation's largest radio broadcasting company that targets African American and urban listeners. Mr. Stevens currently oversees 54 Radio Stations 15 markets, and he has been featured in numerous trade publications as well as having received numerous Industry awards & accolades for his creative, innovative style of programming. Jay Stevens currently resides in a suburb of Washington, DC with his wife Cathy and two daughters.

## CAMERON STRANG

### Chairman & CEO, Warner Bros. Records & Warner/Chappell Music Publishing



Cameron Strang oversees legendary record label Warner Bros. Records as well as WMG's Music Publishing & Catalog Development division, which includes Warner/Chappell Music and Rhino Entertainment. Warner Bros. Records is one of the most successful recording companies in music history and home to some of the most influential and innovative artists of our time. Warner/Chappell Music is a global music publishing company and contains one of the world's greatest collections of musical compositions, ranging from well-known standards to new songs by emerging artists. Mr. Strang is also the founder of Southside Independent Music Publishing and New West Records. Southside songs include B.o.B's "Nothin' on You" and Cee Lo Green's "F\*\*\* You," which were both nominated for the Grammy 2011 "Record of the Year," the No. 1 singles, "Grenade" and "Just the Way You Are," by Bruno Mars, and "Wavin' Flag," by K'Naan, Carrie Underwood's "This Time," "All American Girl," "Just A Dream" and "Jesus, Take The Wheel," which won the 2007 Grammy for Best Country Song. Additional hits include: Trace Adkins' "You're Gonna Miss This," which was awarded the Academy of Country Music's 2009 Single Record of the Year, Brad Paisley's "Then" and "American Saturday Night," Kenny Chesney's "Where I Grew Up," India.Arie's "Ghetto," Darius Rucker's "It Won't Be Like This For Long," Flo Rida's "Right Round" and "Who Dat Girl," Kings of Leon's "Sex on Fire," "Taper Jean Girl," "Molly's Chambers" and "Use Somebody" (winner of three Grammys in 2010 and one of the biggest global hits of the decade), Rihanna's "S.O.S.," Sean Kingston's "Beautiful Girls" and Leona Lewis' "Better In Time." Through his New West Records, he has worked with Delbert McClinton, Billy Joe Shaver, Tim Easton and veteran Stephen Bruton. During the last decade, Cameron and New West have released numerous award-winning albums and built an impressive roster that includes Steve Earle, Dwight Yoakam, Kris Kristofferson, Rickie Lee Jones, Drive By Truckers, Ben Lee, Old 97's, Buddy and Julie Miller. Recently New West acquired the Texas Music Group including the Antone's label and the Watermelon Label. New West also recently released the award-winning soundtrack to the film "Crazy Heart." Mr. Strang graduated from University of British Columbia Law School in 1992. He is now based at Warner/Chappell's headquarters in Los Angeles.

## JESSICA STRASSMAN

### A&R Representative, StarTime International



This past January, Jessica started working at StarTime International, an imprint of Columbia Records. While her main focus is A&R, Jessica also oversees all label development. Most notably, StarTime International's first signing is COIN, a young band from Nashville. Prior to joining StarTime International, Jessica was in concert touring at CAA, working with artists such as Beck, Phoenix, MSMR, and Panama Wedding.

## JULIE SWIDLER

### EVP, Business Affairs & General Counsel- Sony Music Entertainment



In her role at Sony Music Entertainment, Julie oversees both legal and business affairs for the company - globally. She provides guidance to Sony Music's labels and operating units on a wide variety of issues; including artist and employment contracts, third party agreements, digital technology issues, strategic negotiations, transactional matters and litigation. Julie started her career in the music business in 1988 at PolyGram Records as senior attorney. She was promoted to assistant general counsel and then vice

president / assistant general counsel, North America. Julie was also head of business affairs for Mercury Records, before leaving to join Clive Davis at Arista, and later at J Records.

## PETER SZABO

### VP Head of Music & West Ad Sales, Shazam



Peter Szabo joined Shazam in December, 2010 bringing more than 12 years experience in digital, radio & mobile media. At Shazam, Peter oversees two teams- the Global Music Team & the West Region Advertising team. As Head of Music, he is responsible for all partnerships with the music industry. His team executes both promotional & paid activity with artists, management companies & labels who want to tap into Shazam's 450 million global users. For the West Region Ad team, Peter and his colleagues build unique marketing solutions for brands, agencies and broadcasters who recognize the power of making their TV, radio & cinema commercials Shazamable. He has spearheaded innovative ad partnerships with clients like Fox, Sony Pictures, Rdio, Spotify, Jaguar, Old Navy & Toyota. Peter was the 4th member of the Shazam global ad team, and opened the LA office for Shazam. Prior to joining Shazam, Peter spent nearly a decade in radio in his native Boston. He later became marketing director, before transitioning to sales where he ultimately led Clear Channel Boston's digital sales efforts in the title of on-line director of sales & integrated marketing manager. After leaving the radio business, he became director of business development at Captivate's Digital Out-Of-Home network. In 2010, Peter was sales manager at Pandora. Mr. Szabo is a graduate of Syracuse University and lives with his wife and son in Santa Monica, California.



## **ARI TAITZ**

### **Chief Operating Officer, ADA Worldwide**



ADA is the worldwide independent music distribution and services arm of the Warner Music Group. As COO, Ari is responsible for day-to-day operations and directly manages business affairs, finance and supply chain logistics. He also guides worldwide strategy, including integration with European affiliates as well as the expansion of services and development of new revenue. Before joining ADA, Ari was SVP, business affairs and development for Warner-Elektra-Atlantic Corp., the sales and distribution division of the WMG from 2007 to 2012. In that position, Ari managed a team to formulate and implement business and legal affairs efforts, including in areas related to digital sales, licensing, distribution and digital/physical operations. In addition, he created and managed a revenue assurance team and advised on business development strategy and operational efficiency. Prior to that, Ari worked in the Business and Legal Affairs departments of Atlantic Records and then WMG's corporate division.

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## **MONIKA TASHMAN**

### **Partner, Fox Rothschild LLP**



Monika is a partner in the Entertainment Department at Fox Rothschild, LLP. She has been a practicing entertainment attorney for over 14 years and has been in the music, and related businesses, for more than 20. Her practice is diverse and her approach pro-active, with clients that include independent and artist owned record companies, musical artists, media entrepreneurs, actors, authors, producers, directors, writers, industry executives and others in the literary, music, theatrical and film and new media industries. In the ever-evolving entertainment landscape, Monika helps clients navigate the various distribution platforms and the complexities surrounding the digital revolution. She has a great depth of experience in optimizing business dealings and connecting the dots to ensure her clients make sound business decisions that mitigate their exposure to risk and maximize their opportunities for success.

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## **ROB "REEF" TEWLOW**

### **Music Director, Sirius XM**



Rob "REEF" Tewlow has crafted a prolific career in his 15 years in the music industry, and has made his mark in many areas of the business; music journalist, record label executive, music producer, and radio programmer. His career began at The Source - at the time, a fledgling hip-hop music publication. During his time with the magazine, his significant contribution would help make the publication become "the hip-hop generation's Rolling Stone." Next stop - Atlantic Records, where he was a director of A&R, signing and helping develop the careers of platinum-plus stars like Fat Joe, Lil Kim and many others. Rob continued to develop his skills as a music producer, beatmaker & composer, and soon began producing songs for a variety of artists, including Eminem (before he was signed). Mr. Tewlow produced the track "What Up Gangsta" that appeared on 50 Cent's 10X platinum debut album - released in 2004. In 2006, 'Reef' contributed original scoring for David Blaine's "Drowned Alive" special on ABC. He also scored the documentary "Notorious B.I.G.—Bigger Than Life," and in 2008, his music was used for the re-launch of the CBS Morning News. Currently, Rob is at Sirius XM Satellite Radio as program director and senior producer of specialty programming for the 24 hour-a-day commercial-free and uncensored Eminem-branded hip-hop radio station, Shade 45. Reef's unique skill set, network of contacts and career experiences give him a special edge in maintaining a keen eye on what's happening now ... and what's happening next.

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## **KATHLEEN UTECHT**

### **Venture Partner, Core Innovation Cap**



Kathleen is the Venture Partner at Core Innovation Capital and an angel investor. Previously, she was entrepreneur-in-residence / investor at Comcast Ventures. Prior to her venture roles, Kathleen invested in and led Green Rock Entertainment, an online / offline commerce startup whose main product was Cahootie. Before her operational adventure, Kathleen was an investment banker in the financial services group of Raymond James and a graduate of General Electric Capital's Financial Management Program. Kathleen holds a bachelor's degree from Babson College and an MBA from the Wharton School.





## SAMI VALKONEN

### Director of International Partnerships, Google

In his role as director of international music partnerships, Sami is responsible for Google Play's music relationships with record labels, music publishers and collecting societies outside the United States. Previously Sami led licensing for Nokia's Comes With Music service making it the fastest roll-out and broadest geographical coverage of any digital music service at the time. With Sami's personal relationships reaching key constituencies around the globe, he has been in the forefront of the much needed structural reform in digital music licensing. Sami started his career in the late '70's as a musician and songwriter in his native Finland and had nationally charting hit in 1982. After immigrating to the United States in 1990, Sami served in various executive capacities with BMG in Los Angeles, Lisbon and New York - including as senior vice president of new media and business development. Upon leaving BMG, Sami pursued legal and entrepreneurial opportunities, working as an attorney at the premier law firm of Jenner & Block, where he represented major music and motion picture companies against illegal file sharing sites. Sami has three post-graduate degrees: M.Sc. (econ) from the Helsinki School of Economics, an MBA from UCLA, and a Juris Doctor degree from NYU.



## DARIUS VAN ARMAN

### Co-Owner, Secretly Label Group

In 1996, Darius Van Arman founded the independent record label Jagjaguwar. He is currently co-owner and founder of Secretly Label Group, which is comprised of the labels: Dead Oceans, Jagjaguwar, Numero Group and Secretly Canadian. Darius is also co-owner of the affiliated company SC Distribution, an independent distribution company headquartered in Bloomington, Indiana. Highlights for the label group and the distribution company include Jagjaguwar recording-artist Bon Iver, winner of two Grammy Awards in 2012 (Best New Artist and Best Alternative Album) and Secretly Canadian recording-artist Antony & the Johnsons, winner of the highly-coveted Mercury Music Prize in 2005 for the album "I Am A Bird Now." In 2010, Van Arman co-founded Fort William Artist Management (Grizzly Bear, Foxygen, Beirut, Van Dyke Parks, et al.), with Ami Spishock, Ben Swanson and Chris Swanson. Van Arman currently serves as a board member of A2IM (the United States independent music label trade organization), SoundExchange (the PRO for the digital performance right in the U.S.), and as an observer on the board for Merlin (an international rights agency for independent music companies). Van Arman is also a founding and current Worldwide Independent Network (WIN) Council member.



## EDWARD VETRI

### CEO/President of Wind-up Records, Wind-up Records

Since January 2003, Edward Vetri has held the post of CEO/president of Wind-up Entertainment. Previously he was GM/COO of the company, and responsible for overseeing the promotion, sales and marketing, finance & operations and business developments & strategies. He has guided the growth of Wind-up Records, its sister publishing companies, merchandising arm Pronto Merch and numerous other businesses the company has launched. As a leading independent entertainment company, under Mr. Vetri's leadership, Wind-up continues to be a market leader. Edward spent 7 years at Cowen and Co, a mid-tier investment banking firm. This followed his years at Price Waterhouse, where he specializing in audits and consulting for large global financial service and entertainment firms. He holds a B.S. degree in finance from Adelphi University, and received his MBA in economics from St. John's University.



## RAY WADDELL

### Executive Director of Content and Programming For Touring and Live Entertainment, Billboard

Mr. Waddell has covered the live entertainment business for more than 20 years. He authors Billboard's weekly On The Road column, and provides features and news coverage on the global touring industry for Billboard, Billboard.com, Billboard.biz, and Billboard Bulletin. Waddell also works with the Billboard Events team; producing the annual Billboard Touring Conference & Awards each year in New York City. Mr. Waddell is the co-author of the Billboard Books/Random House publication, "This Business of Concert Promotion & Touring." It is considered the definitive guide to staging, promoting and marketing concerts and tours. He frequently lectures on the concert business and participates in panels at professional and educational conferences. Ray is often quoted in the national media as an expert on live entertainment. He is a graduate of the University of Tennessee in Knoxville and lives in Hendersonville, Tenn.



## BEN WEEDEN

### COO, Houe of Blues Entertainment

As president of North American Concerts at Live Nation, Mr. Weeden works alongside the company's internal board of governors to oversee all concert operations in North America including the company's venues and the 10,000 concerts produced annually by Live Nation. Mr. Weeden has worked in the North American Music Group since 2005, most recently serving as COO, North America. Prior to joining the North American team, Mr. Weeden served as director of European touring where he worked alongside Michael Rapino to create the European Touring Group. He joined the company in 2000 as director of European business development in Live Nation's London office. Mr. Weeden graduated with honors from Harvard University with a degree in economics.



## BILL WERDE

### Entrepreneur, Guggenheim Digital

Bill has written about the intersection of culture, technology and law for more than 15 years, contributing to publications such as the New York Times, Rolling Stone, Wired and many others. He has lectured at numerous universities - Belmont, NYU and Syracuse, and has been a featured expert on the subjects of music and the music industry, on many programs; Today, Nightline, Good Morning America, Headline News and more. Most recently, Werde was editorial director for Billboard, where he has been instrumental in helping to build a consumer business - by bringing back the Billboard Music Awards on ABC. At Billboard, he has grown their social following from zero to more than 3 million, and has also significantly increased the monthly site traffic on Billboard.com - from less than three million to more than 15 million!



## EMILY WHITE

### Co-Founder, Whitesmith Entertainment & Readymade Records

Emily White is co-founder of the full service management and consulting firm, Whitesmith Entertainment. With offices in New York and Los Angeles, they represent musicians, comedians, and even athletes - such as Olympic gold medalist Anthony Ervin. Bands / artists include The Autumn Defense, Hockey, Urge Overkill, Springtime Carnivore and EDM star Fox Stevenson. In 2012 White launched Readymade Records & Publishing with management client Brendan Benson of The Raconteurs - overseeing eight releases to date. Emily created DREAMFUEL in late 2013, the premier high-level crowd-funding platform specifically designed by and for athletes. Dreamfuel works with each athlete or athletic organization to tap into the community that surrounds them, thereby engaging new fans and supporters along the way. White sits on a number of boards; CASH Music (a nonprofit), The David Lynch Foundation and Future of Music Coalition. She considers her 2009 NMS speaking debut to have made a major contribution to her industry profile and career trajectory, and is thrilled to return to the conference.



## GEORGE WHITE

### Senior Vice President, Music Licensing, Sirius XM

George White leads SiriusXM's music licensing and royalties initiatives, working closely with programming and business development on strategic partnerships with music labels and performing rights organizations, in support of all licensing activities for existing and new services. Prior to joining SiriusXM, George served as general manager of Billboard Digital, and also held the title of senior vice president, strategy and product development at Warner Music Group. Mr. White has been successfully leading the ongoing digital transformation of music, media and entertainment for 20 years, specifically spearheading the development of new mobile and online distribution and promotion channels for music.



## JORDAN WOLOWITZ

### Co-Founder & Partner, Founders Entertainment

Founders Entertainment owns and produces The Governors Ball Music Festival in New York City. Established in 2011, Gov Ball had their biggest year to date in 2013, attracting nearly 150,000 fans over 3 days in June.

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# CONDUCTORS & PLAYERS

## LATEBREAKERS

### DESMOND CHILD

#### Songwriter, Deston Entertainment



For nearly three decades, songwriter/producer Desmond Child has reigned as one of music's most successful creative forces. His list of accolades includes Grammy awards, 70 Top 40 singles, and songs that have sold over 300 million albums worldwide. Child's collaborations have been highlighted by a stunning array of diversity; Bon Jovi / Aerosmith / Ricky Martin / KISS / Kelly Clarkson / Cher / Alice Cooper. Desmond attended Miami-Dade College, and it was there that he formed Desmond Child & Rouge. After moving to New York, the band recorded two albums for Capitol in 1979 and soon had a dance hit, "Our Love Is Insane." That same year KISS guitarist Paul Stanley asked Desmond to co-write a track for the band's Dynasty album. The result was "I Was Made for Loving You," which is still one of the biggest hits in the KISS catalogue. Paul Stanley recommended Desmond to New Jersey rockers Jon Bon Jovi and Richie Sambora. The three ended up in the basement of Sambora's parents' house, where they penned Bon Jovi's first number-one single, "You Give Love a Bad Name." They followed with two more chart-toppers; "Livin' on a Prayer" and "Bad Medicine." Mr. Child soon began collaborating with Aerosmith, writing "Dude Looks Like a Lady" / "Angel" / "What It Takes" / "Crazy". During this same period, he co-wrote Joan Jett's "I Hate Myself for Loving You" and all of the tracks on Alice Cooper's Trash LP, including the hit single "Poison." Desmond is also famous for his non-rockers; co-writing Michael Bolton's "How Can We Be Lovers," as well as co-writing and producing "Just Like Jesse James" and "We All Sleep Alone" for Cher. In 1991 he recorded his solo album Discipline, which contained Top 40 hit, "Love on a Rooftop," and in the late '90s, Child returned to his Latin heritage via collaborations with Ricky Martin. Their efforts resulted in the number-one worldwide smash "Livin' La Vida Loca." The two also scored big with the 1998 World Cup Theme "The Cup of Life," which was #1 in 22 countries. His latest projects include; Joss Stone, Kelly Clarkson, The Scorpions, Hilary Duff, Meatloaf, Ace Young, and his old pals - Bon Jovi.

### RUSS CRUPNICK

#### SVP Industry Analysis, The NPD Group

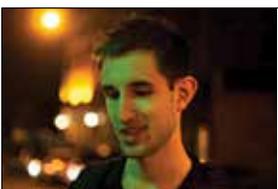


As senior analyst, Mr. Crupnick provides expert media commentary and executive-level guidance, industry analysis, and overall strategic value to NPD's clients. Steeped in the music and DVD/video industries, and with more than 20 years of experience in the development, management, and application of consumer tracking panels, Russ has appeared as a commentator for broadcast news outlets including CBS Marketwatch, Fox Business Channel, and CNBC. He has been extensively quoted on industry trends in Fortune, The Wall Street Journal, The New York Times, Billboard, Video Business, Variety to name a few. He is a regularly featured speaker at the National Association of Recording Merchandisers (NARM), Entertainment Merchants Association (EMA), Digital Media Wire, DisplaySearch, and Home Media Retailing conferences. Russ has also been a guest lecturer at Belmont University and the University of Arkansas Center for Retailing Excellence and is Executive-In-Residence at the NYU Steinhardt Music Business Graduate Program. Russ has served NPD as president of the Behavioral Tracking business unit and as VP of Corporate New Business Development. Prior to joining The NPD Group, he held several positions at ACNielsen. Russ has extensive background in category management, consumer segmentation and targeting, as well as experience in brand positioning research.

### BRANDON DAVIS

#### A&R, Atlantic Records

A&R for Atlantic Records





## BRIAN "B.DOT" MILLER

### Content Director, Rap Radar

As content director for Rap Radar, he was listed on Complex.com as "one of the 10 music industry heads who should be A&Rs."

## GRAHAM GOULDMAN

### Songwriter / Musician / Co-founder 10cc

As one of the UK's most popular yet unsung musical heroes, Graham Gouldman's catchy tunes and lyrical messages are still being enjoyed in most corners of the world, decades after his first hit. As a teenager in the 1960s, Graham played lead guitar with the Whirlwinds - at a time that was undeniably the most exciting in the history of Western music. Elvis was king, Motown was the coolest, Liverpool was the new capitol of the world, the Beatles were making history, and new British acts were emerging every month: The Hollies, Herman's Hermits, Gerry And The Pacemakers, The Yardbirds, Georgie Fame, the Rolling Stones, Manfred Mann, The Springfields and the Mockingbirds (another band co-founded by Mr. Gouldman after he left the Whirlwinds). It was at this time that Graham caught the attention of Harvey Lisberg, the energetic manager of Herman's Hermits. Harvey offered Graham a small retainer to sit in his office and write songs all day – a dream come true. Within months, the Mockingbirds signed to the Columbia UK division of EMI and were booked as the warm-up band at the taping of the Manchester based BBC TV show, Top Of The Pops. Graham had his first Top 10 hit at the age of 19, with "For Your Love", recorded by The Yardbirds and later penned two more big hits for them: "Heartful Of Soul" and "Evil Hearted You." For The Hollies, he wrote "Look Through Any Window" and "Bus Stop." Gouldman's "Pamela Pamela" became Wayne Fontana's biggest solo hit. Herman's Hermits broke through the Top 10 with "No Milk Today" and years later Graham's "East West" was covered by fellow Mancunian Morrissey in 1991. After a spell in New York, Graham decided to get Eric Stewart, Kevin Godley and Lol Crème together to complete the Kasenetz-Katz recordings. The four then produced and played on two Neil Sedaka albums, The Tra La Days Are Over and Solitaire. In 1972 10cc was born, keeping Graham and colleagues occupied for the next decade. Additional Graham Gouldman co-writing projects include: "The Monkey And The Onion" with Tim Rice, "The Way I'm Feeling Tonight" with Paul Carrack, as well as songs with the late Kirsty McCall, Suggs (from Madness), Nashville artist Gary Burr and McFly. The Wax Files, which features tracks from all three Wax albums as well as newly recorded material with Andrew Gold, released in the UK on the For Your Love label (through Dome records). Since putting together the third incarnation of 10cc in the early 2000s, the band has toured the world extensively. In 2012 Graham released his first solo album in 12 years, 'Love and Work', on Rosala Records, receiving fantastic reviews from the UK's national press!



## JERRY HARRISON

### Talking Heads

Best known as the keyboard player and occasional guitarist of Talking Heads during the 1980s, Harrison began his career ten years earlier while studying at Harvard - playing with Jonathan Richman's Modern Lovers during the early '70s. The group recorded demos with John Cale in 1972. By the time the recording was released in 1976, the band had broken up, but the songs themselves proved to be a major influence on underground bands. Jerry returned to Harvard, however, in 1976 he attended a Talking Heads show in Boston and convinced them to let him join. The band signed to Sire just one year later, and became one of the most intelligent alternative bands of the '80s, recording an astounding variety of material and even earning several pop hits. During an extended Talking Heads vacation during 1981, Harrison recorded his solo album, The Red and the Black. The album was recorded with Bernie Worrell, Nona Hendryx, and Adrian Belew - all of whom had appeared on Talking Heads' Remain in Light. Three years later, he released a hip-hop single on Sleeping Bag, recorded as Bonzo Goes to Washington. His second full solo album, Casual Gods, appeared three years later. The Talking Heads was effectively disbanded by that time, and Harrison had already begun producing in 1986, with the Bodeans and Violent Femmes. During the '90s and early 2000s, Harrison became an important and respected producer; working on popular albums with Live, Crash Test Dummies, the Verve Pipe, No Doubt, and the Von Bondies. Mr. Harrison also helped launch garageband.com - the internet resource for independent musicians. In 2002, Talking Heads played together again for one night only, to celebrate the band's induction into the Rock & Roll Hall of Fame.



## VICTOR LEE

### COO, North America PRMD Music & Publishing / At Night Management

In 2013, Victor Lee joined Swedish powerhouse management team At Night Management, to launch PRMD Music and PRMD Publishing. Pronounced "pyramid" - PRMD is the home of Avicii, Cazzette,



Syn Cole and iSHi. Overseeing Avicii's debut album TRUE (released on Island/Universal), Mr. Lee managed the overall brand strategy of Avicii and the promotion of the smash hit "Wake Me Up." The song racked up over 5 million digital single sales in the US, and has become the most-streamed-song ever on Spotify, with 240 million plays. Prior to joining At Night Management, Lee was the general manager of Tommy Boy Entertainment. Lee began his music career as a radio disc jockey at college radio KGLT, before joining BMG Asia Pacific as director of A&R marketing.



## CHRISTINE LEPERA

### Partner, Mitchell Silberberg & Knupp LLP

Christine Lepera focuses her practice on the entertainment and media industries, as a litigator and strategic advisor. Christine's practice covers the landscape of entertainment/media disputes and issues, including copyright infringement, music plagiarism, unfair competition, defamation, right of publicity, and contract and commercial disputes. Christine has represented many leading entertainers and entertainment / media companies; The Black Keys in copyright/Lanham Act litigations, Clement Brown, Jr. vs. Soulja Boy, Osama Ahmed Fahmy vs. Jay-Z, Microhits Music Corp. vs. Arista Records, Inc. and others.



## JIM LIDESTRI

### Founder and CEO, Border City Media

Mr. Lidestri is a highly experienced executive in the Internet and technology markets, having spent more than three decades in the space. In that time, he has handled corporate management for Fortune 500 companies IBM and Sprint, as well as guided a startup from inception to a \$70 million IPO and a \$175 million secondary offering. With Border City Media, he is revolutionizing music analytics via BuzzAngle Music, which gathers data on a song or album's sales, streaming history, airplay history, and social media metrics to provide a comprehensive picture of music consumption. Jim holds a bachelor's degree in computer science from Rensselaer Polytechnic Institute and an MBA in general management from NYU. He was named one of the Top 25 Leaders of the New Millennium by Computer Reseller News magazine.



## MICHAEL MARTIN

### Vice President/Program Director

In addition to his duties as VP of CHR programming for CBS RADIO, Mr. Martin is also VP of programming for CBS RADIO San Francisco's music stations - as well as program director of 99.7 NOW (KMQV-FM), and Alice @97.3 (KLLC-FM). Martin joined CBS RADIO in 2009 following a career managing the operations/programming for a number of stations in Los Angeles and San Francisco, including serving as program director of KYSR-FM, KMEL-FM, KYLD-FM and KIOI-FM.



## MIKE MARTINOVICH

### Artist Management, Red Light Management

Mike has been an artist manager for twelve years. For the first 10 years of his career, he worked at Sony Music and Epic Records. In 2001, Mike briefly took on the role of director of national alternative promotion for London/Sire Records. However, his tenure at the label was cut short due to a curious set of circumstances (all of them good), when he happened to discover My Morning Jacket, while on a business trip. Mike has been the band's manager for 12 years - he also manages Flight of the Conchords and Preservation Hall Jazz Band. Mr. Martinovich joined Red Light Management early this year.



## DAN MASON

### President and CEO, CBS Radio

In his role as president and chief executive officer of CBS RADIO, Mr. Mason oversees all aspects relating to CBS RADIO's more than 125 stations across 27 markets, including all of the Top 10, as well as the day-to-day operations of the division. Mason has initiated an aggressive growth strategy at CBS RADIO including the launch of new formats at dozens of stations across the country, the purchase of FM stations in New York and Washington, D.C., and creating CBS Sports Radio, a 24-hour, seven-day-a-week lineup of national programming from premier entities CBS RADIO and CBS Sports. Restoring WCBS-FM to its classic hits format was one of Mason's first moves upon his return. The station is an undisputable ratings leader and consistently ranks among the most popular with listeners of all ages in New York.



**CASEY MCCABE**

**Senior Talent Buyer, AEG Live**  
AEG Live Talent Buyer

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**CARLA M. MILLER**

**VP Litigation Counsel, Universal Music Group**



Ms. Miller oversees all aspects of litigation for the company and its foreign affiliates. She also provides pre-litigation advice and counseling on a wide variety of topics - from artist contract and intellectual property disputes to real estate related issues. Prior to joining UMG, Ms. Miller served as deputy director of litigation counsel for Siemens Corporation, the domestic holding company for all U.S. - based affiliates of the leading German electronics and engineering company, Siemens AG. Ms. Miller is an experienced trial lawyer, having conducted all phases of litigation in state and federal court. Earlier in her career, Carla worked with law firms Proskauer Rose LLP and Morrison & Foerster LLP. Ms. Miller's law firm practice focused on commercial litigation and entertainment law, with an emphasis on music and film industry-related issues and intellectual property litigation; including copyright and trademark infringement and other Lanham Act claims. Ms. Miller represented the major U.S. motion picture studios' interests in the landmark Southern District of New York bench trial and Second Circuit appeal involving DVD technology - which upheld the Digital Millennium Copyright Act of 1998 over a First Amendment challenge. Ms. Miller was recognized as One of the Top 15 New York Lawyers Under 40, by New York Lawyer Magazine. She received her B.S. degree in computer science from Loma Linda University and her J.D. degree from the University of California, Hastings College of the Law.

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**“SUCCESS”**

**Director of A&R, Atlantic Records**



Originally from the South Side of Chicago, Yaasiel “Success” Davis entered the music business as an artist and musician. After graduating from Florida A&M University, he relocated to NY with "a dollar and a dream." He would later realize that he preferred and worked-better being behind the scenes and in managerial roles. As first a talent manager for music producers, and later for artists and songwriters, Success created and maintained solid relationships with executives and labels; brokering multimillion dollar artist and publishing deals for his clients and placing his producers' tracks on some of rap music's biggest selling albums. Success is indirectly responsible for the sales of over 5 million records. Chairman / CEO Craig Kallman then recruited him to work at Atlantic Records, where he is now the director of A&R. He is currently responsible for Atlantic artists such as Sevyn Streeter and he recently signed Spenzo and Victoria Monet to the Atlantic roster. Success is a fan of the proverb, "success is where preparation meets opportunity." He lives his life and treats his career accordingly.

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**CHLOE WEISE**

**Assistant to Head A&R**



Chloe serves as the assistant to the head of A&R at RCA Records, a division of Sony Music Entertainment, where she has been employed since 2012. She is a graduate of the Gallatin School of Individualized Study at New York University.



**MediaNet is the leading digital music platform providing a complete catalog of music, technology and royalty administration services to build, launch, operate digital music business around the world.**



“At the beginning, Atlantic was literally a one-room operation. We worked around the clock, and we loved almost every minute of it. During the day, we did promotion and sales. At night, we were either making records or out looking for new artists. It was out of this atmosphere that traditions were challenged, rules were broken, and NEW MUSIC was created.”

- Ahmet Ertegun Founder, Atlantic Records-

# MAKING NEW MUSIC SINCE 1947



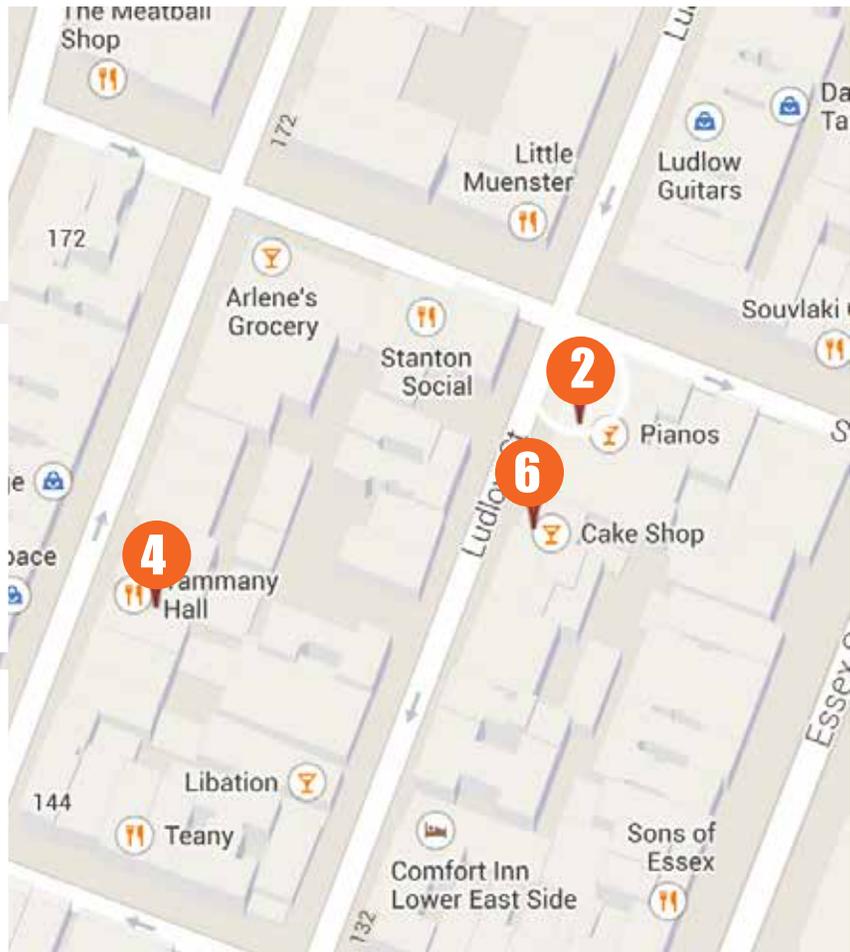


# **PART 2: NEW MUSIC NIGHTS**



# THE MAP

VENUES FOR THE 2014 NEW MUSIC SEMINAR ACTS ARE PINNED BELOW, FOR YOUR CONVENIENCE.



# THE VENUES

**NMS 2014 ARTISTS WILL BE SHARING THEIR WARES THOUGHOUT THE LOWER EAST SIDE OF MANHATTAN**

## **1. DROM**

85 Ave A  
New York, NY 10009  
(Between 5th & 6th)  
Phone: 212-729-1769  
dromnyc.com

**Subways: Closest subway is the 2nd Ave stop is the F. The club is also walkable distance from the 6 (Astor Place) and R, W (8th St-NYU) train stations.**

## **2. PIANOS**

158 Ludlow Street  
New York, New York 11002  
(Between Rivington and Stanton)  
Phone: (212) 505-3733  
pianosnyc.com

**Subways: F, J, M, Z at Delancey and Essex St. Exit and walk west. Right on Ludlow.**

## **3. THE DELANCEY**

168 Delancey St,  
New York, NY 10002  
Phone: (212) 254-9920  
Thedelancey.com

**Subways: F to Delancey St or J, M to Essex St, Walk West towards Ludlow St, take a right on Ludlow.**

## **4. TAMMANY HALL**

152 Orchard St,  
New York, NY 10002  
Phone: (212) 228-7556  
Tammanyhallny.com

**Subways: F, J, M to Essex St - Walk West right on Orchard St.**

## **5. WEBSTER HALL**

125 E 11th Street,  
New York, NY 10003  
Phone: (212) 353-1600  
Websterhall.com

**Subways: 4,5,6,N,Q,R,L**

## **6. CAKE SHOP**

152 Ludlow Street  
New York, NY 11002  
(212) 253-0036  
Phone: cake-shop.com

**Subways: F to Delancey St or J, M to Essex St, Walk West towards Ludlow St, take a right on Ludlow.**





**KATY TIZ**

"THE BIG BANG" DEBUTS AT #38 BEFORE SHE'S EVEN SIGNED.



**KONGOS**

"COME WITH ME NOW" SKYROCKETS TO #1 AFTER THEY'RE NAMED TO THE PROGRAM.



**CRAIG CAMPBELL**

AUDIENCE FOR "KEEP THEM KISSES COMIN'" JUMPS FROM 4.7 MILLION TO 22.6 MILLION SIX WEEKS INTO PROGRAM.



**The New Music Seminar** congratulates those acts listed on the **Artist On The Verge Top 100 “Class of 2104.”** This roster is a testament to the hard work and talent it takes to rise above the noise and gain our attention, thus meriting a position on this chart. NMS wishes you continued success and hope your placement on the Top 100 will assist you with more notoriety as you move forward to cement your success.

We know it’s tougher than ever for artists to break into today’s music industry. That’s why we’re here to help. At NMS, we believe that deserving artists should be equipped with the best ammunition and opportunities to expose their talents in front of influential members of the music business. That’s why we created the ‘Artist On The Verge’ Project, designed to help artists rise above the noise floor to be seen and heard.

#### **What is the Artist on the Verge (AOV) Program?**

The AOV Program exists to expose the Top 100 selected artists to influential media, tech, and music business decision-makers at the New Music Seminar. The Top 100 are selected by the NMS A&R Committee and invited for the opportunity to showcase their talent during the NMS New Music Nights Festival in NYC.

#### **How does NMS help artists advance their careers?**

- Three lucky finalists are selected to perform at the AOV Top 3 Showcase, performing for a full house packed with passionate music fans, business leaders, media, and industry decision-makers looking for the next act to sign.
- One Grand Prize Winner will emerge and walk away with more than \$100,000 in: consultations, promotion, marketing, music equipment and more.
- Each AOV performer also receives a complimentary badge to New Music Seminar conference, to hear from, and network with the leaders of the music business – the people who can break their career

#### **How is the Top 100 Chart Selected?**

The NMS A&R Committee sift through thousands

of artists each year to create the Top 100 chart. The A&R committee also relies on analytics from Next Big Sound to analyze the artist’s buzz factor. NMS does not accept applications from performers themselves.

#### **Who are the NMS A&R Committee Members?**

The NMS A&R committee is comprised of NMS partners, A&R scouts, talent buyers, booking agents, media tastemakers, and other industry experts.

#### **What are the criteria to be an AOV artist?**

- Never been signed to a major or major independent label or have a major distribution deal
- Reside within the United States
- Career momentum - Social media and activity on other music and fan sites
- Quality and uniqueness of:
  - > Music
  - > Production & Recording
  - > Live Performance
  - > Image, Concept, and Platform

#### **2014 Prize Packages:**

- **Recording equipment and gear from:**
- Gibson Gibson Guitar and Cakewalk Sonar X3, Producer Software (\$499), KRK Rokit 5 Pair (\$160), KRK Headphones (\$79), Tascam US-366, Interface (\$199), DM-3200 Mixer (\$2399), DA-3000 Sound Recorder (\$999), Sabian Cymbal kit and splash, CD Baby CD Baby Pro submission Worldwide distribution +

- Publishing Admin] + 100 CDs printed)
- The Aquarian Weekly to conduct an interview with winner.
- **Expert Consultations from:** SoundExchange, Fox Rothschild LLP, BandPage, Sabian, BMI, SESAC, Paul Greco – Director of Music, JWT, and Tom Silverman – Founder and Executive Director (Tommy Boy Entertainment and New Music Seminar)
- 30-minute showcase at JWT to give the artist a chance to perform in front of the Creative and Production departments, exposing them to the people who may choose to use their music in the advertising that's being created.
- **Recording and Mastering Services by:** Threshold Recording Studios NYC (Lock out weekend, including Producer to record, produce, mix and master ONE radio quality song). The Lodge Studios (lock-out weekend for one song production). The Lodge (Mastering of one song)
- Musicmetric to supply one year of free service.
- Songwriters Hall of Fame to supply 2 tickets to SHOF in balcony for awards show.
- Rhapsody will conduct a callout within their social media channels and a marketing placement on their Rhapsody.com site, as well as a free 1-year subscription to Rhapsody.
- Brick & Mortar sign to Photo Finish/Island Def Jam.
- ForteBowie named 25 New Producers to Watch For by ComplexMusic Magazine
- Lily and the Parlour Tricks was an Independent Music Awards nominee - Americana and their single "Belle Gunness" placed in a BMW commercial.
- Manicanparty had "You are my Soul" featured on MTV's Catfish.
- Noosa's, "Sail" was used in the Kellogg's Special K "Carefree Summers" 2013 campaign across Europe.
- Pants Velour signed to Tommy Boy Entertainment.
- Savoir Adore signed to Nettwerk Records and "Dreamers" was used in Pro Evolution Soccer 2013.
- Sizzy Rocket signed to Universal Music Publishing Group.
- Steven A. Clarke signed to Secretly Canadian Records.

Congratulations to the all the artists who are taking the next steps to a long and successful career!

Sire Records. Congratulations to the band. We look forward to your long and successful career!

New Music Seminar wishes to thank Alex White and Liv Buli from Next Big Sound for their continued support, valuable contributions, and assistance with the selection process.

\*All Artists on the AOV Top 100 Chart were not signed to a major or major independent U.S. label before March 1, 2014.

### **AOV "Class of 2103" Updates:**

- 2013 AOV Winner, Air Traffic Controller's "You Know Me" won the Independent Music Award for Song of the Year
- Arms signed to Paper Garden Records.
- Banks (Harvest Records/ Capitol Music Group) signed a Worldwide Publishing agreement with Warner/Chappell Music
- Cold Fronts signed to Sire Records/Warner Bros.



**Congratulations to the  
NMS Artist on the Verge Top 3 “Class of 2014”  
Make sure to catch them at the Top 3 Showcase on Monday,  
June 9th at DROM at 7:30  
DROM – 85 Avenue A**

**June Divided**

*Unsigned*

<https://www.facebook.com/JuneDivided>

Philadelphia rockers June Divided have been together for only 3 years, released an EP and full length, two videos on MTV, mtvU, MTV Hits and VH1 Mega Hits Latin America; radio success with single “Secrets” and performed on Warped Tour, SXSW, Summerfest, Florida Music Festival, Canadian Music Festival, and more!



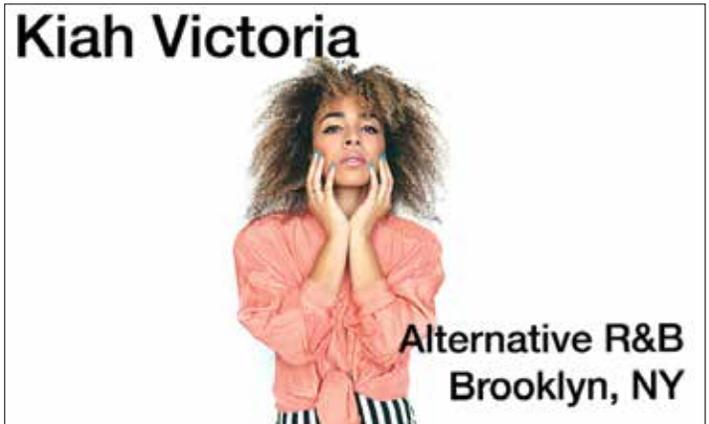
**Kiah Victoria**

*Unsigned*

<https://www.facebook.com/kiahvictoria>

Blending intimate vocal performance with the obscure synthetic textures of alt-R&B producer Toulouse, Kiah Victoria emerges from the great city of New York. Having garnered the attention of NYC’s Broadway stages (starring in The Lion King as young Nala at age ten), MTV, and now the world renowned Tisch School of Performing Arts, the powerhouse songstress is steadily building on her young career. After singing her way into a feature

in JAY Z’s “Picasso Baby”, Kiah released her second EP Gravitare which is now available for your enjoyment on Spotify and iTunes.



**VanLadyLove!**

*Unsigned*

<https://www.facebook.com/vanladylove>

VanLadyLove hails from a small music hot bed in Provo, Utah. The band just released it’s first EP “Love Matter” Feb 17 to national acclaim. The band has opened for several national headliners and has 6 placements on national television to date.



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ARTIST NAME	GENRE	LOCATION	WEBSITE
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<b>Spenzo</b>	Hip Hop	Chicago, IL	<a href="http://www.aintuspenzo.com">www.aintuspenzo.com</a>
<b>Bear Hands</b>	Alternative Rock	Brooklyn, NY	<a href="http://www.bearhandsband.com">www.bearhandsband.com</a>
<b>Big Data</b>	Electronic Pop	Brooklyn, NY	<a href="http://www.bigdata.fm">www.bigdata.fm</a>
<b>Blackfoot Gypsies</b>	Rock N Roll/Country/Garage	Nashville, TN	<a href="http://www.blackfootgypsies.com">www.blackfootgypsies.com</a>
<b>Alex Wiley</b>	Hip Hop	Chicago, IL	<a href="http://www.clubwiley.com">www.clubwiley.com</a>
<b>Desert Sharks</b>	Punk	New York, NY	<a href="http://www.desertsharksnyc.com">www.desertsharksnyc.com</a>
<b>DJ D!rty Aud!o</b>	Electronic producer	Los Angeles, CA	<a href="http://www.dirtyaudiomusic.com">www.dirtyaudiomusic.com</a>
<b>Elizabeth Huett</b>	Country	Riverside, CA	<a href="http://www.elizabethhuett.com">www.elizabethhuett.com</a>
<b>Eric Dash</b>	Singer-Songwriter	New York, NY	<a href="http://www.ericdashmusic.com">www.ericdashmusic.com</a>
<b>Honduras</b>	Punk/Haze/Pop	Brooklyn, NY	<a href="http://www.hondurasband.tumblr.com">www.hondurasband.tumblr.com</a>
<b>Jamestown Revival</b>	Southern Rock	Austin, TX	<a href="http://www.jamestownrevival.com">www.jamestownrevival.com</a>
<b>Johnny Rain</b>	R&B	Oakland, CA	<a href="http://www.johnnyrain.com">www.johnnyrain.com</a>
<b>Jon Bellion</b>	R&B	New York, NY	<a href="http://www.jonbellion.com">www.jonbellion.com</a>
<b>Joywave</b>	Alt Pop	Rochester, NY	<a href="http://www.joywavemusic.com">www.joywavemusic.com</a>
<b>Juicebox</b>	R&B / Funk	Brooklyn, NY	<a href="http://www.juiceboxfunk.com">www.juiceboxfunk.com</a>
<b>Keaira LaShae</b>	RnB/Pop	Los Angeles, CA	<a href="http://www.keairalashae.com">www.keairalashae.com</a>
<b>Life Size Maps</b>	Pop/Rock	Brooklyn, NY	<a href="http://www.lifesizemaps.com">www.lifesizemaps.com</a>
<b>Lovesick Radio</b>	Rock	Columbus, OH	<a href="http://www.lovesickradio.wordpress.com">www.lovesickradio.wordpress.com</a>
<b>MisterWives</b>	Rock/Folk	New York, NY	<a href="http://www.misterwives.com">www.misterwives.com</a>
<b>Sisu</b>	Rock-Shoegaze	Los Angeles, CA	<a href="http://www.music.sisuband.com">www.music.sisuband.com</a>
<b>Bishop Nehru</b>	Hip-Hop	New York, NY	<a href="http://www.nehruvia.tumblr.com">www.nehruvia.tumblr.com</a>
<b>Pure X</b>	Folk Psych Rock	Austin, TX	<a href="http://www.purexmusic.com">www.purexmusic.com</a>
<b>Rachel Brown</b>	Singer - Songwriter	New York, NY	<a href="http://www.rachelbrownmusic.com">www.rachelbrownmusic.com</a>

**Royal Teeth** | Indie / Dance / Pop | New Orleans, LA | [www.royalteethmusic.com](http://www.royalteethmusic.com)  
**Sharkmuffin** | Brooklyn Garage Noise Pop | Brooklyn, NY | [www.sharkmuffin.com](http://www.sharkmuffin.com)  
**Smoke DZA** | Hip Hop | Harlem, NY | [www.smokedza.net](http://www.smokedza.net)  
**Stages & Stereos** | Rock | Tallahassee, FL | [www.stagesandstereos.com](http://www.stagesandstereos.com)  
**Stitched Up Heart** | Hard Rock | Los Angeles, CA | [www.stitchedupheartrock.com](http://www.stitchedupheartrock.com)  
**VanLadyLove** | Pop/Rock | Provo, UT | [www.vanladylove.com](http://www.vanladylove.com)  
**KING** | R&B/Soul | Los Angeles, CA | [www.weareking.com](http://www.weareking.com)  
**A.Dd+** | Hip Hop | Dallas, TX | [www.addhoe.com](http://www.addhoe.com)  
**BLACK TAXI** | Rock | New York, NY | [www.blacktaxi.com](http://www.blacktaxi.com)  
**Blameshift** | Hard Rock | Long Island, NY | [www.blameshiftmusic.net](http://www.blameshiftmusic.net)  
**Carolina Story** | Folk / Americana | Nashville, TN | [www.carolinastory.com](http://www.carolinastory.com)  
**Cecile McLorin Salvant** | Jazz | Miami, FL | [www.cecilemclorinsalvant.com](http://www.cecilemclorinsalvant.com)  
**Cloverton** | Christian/Progressive Rock | Manhattan, KS | [www.clovertonmusic.com](http://www.clovertonmusic.com)  
**Iamsu!** | Hip Hop | Richmond, CA | [www.hbkgang.com](http://www.hbkgang.com)  
**Rapsody** | Hip Hop | Raleigh, NC | [www.iamrapsody.com](http://www.iamrapsody.com)  
**Kim Logan** | Country | Nashville, TN | [www.kimlogan.net](http://www.kimlogan.net)  
**June Divided** | Rock | Philadelphia, PA | [www.last.fm/music/June+Divided](http://www.last.fm/music/June+Divided)  
**Night Drive** | Rock/New Wave/"Future Wave" | Austin/Houston, TX | [www.nightdrivemusic.com](http://www.nightdrivemusic.com)  
**Nite Jewel** | Electronic-Lo-fi Pop | Los Angeles, CA | [www.nitejewel.com](http://www.nitejewel.com)  
**Rachel Lynn** | Singer-Songwriter | New York, NY | [www.rachellynnsings.com](http://www.rachellynnsings.com)  
**Shilpa Ray** | art/punk/cabaret | Brooklyn, NY | [www.shilparay.net](http://www.shilparay.net)  
**Space Jesus** | Electronic / Bass | Philadelphia, PA | [www.spacejesus.net](http://www.spacejesus.net)  
**States** | Pop Rock | Nashville, TN | [www.statesmusic.com](http://www.statesmusic.com)  
**Step Rockets** | Indie Psych Rock | Minneapolis, MN | [www.steproockets.com](http://www.steproockets.com)  
**Sun Club** | Dirty Sunshine Circus Pop | Baltimore, MD | [www.sunclubband.com](http://www.sunclubband.com)  
**Sweater Beats** | Electronic | Brooklyn, NY | [www.sweaterbeats.com](http://www.sweaterbeats.com)  
**Terraplane Sun** | Blues Rock | Venice Beach, CA | [www.terraplanesun.com](http://www.terraplanesun.com)  
**The Dirty Gems** | Pop /Soul / Rock | New York, NY | [www.thedirtygems.com](http://www.thedirtygems.com)  
**The Veda Rays** | Indie / Noir / Alt. | Brooklyn, NY | [www.thevedarays.com](http://www.thevedarays.com)  
**Those Mockingbirds** | Grunge / Alt. Rock | Montclair, NJ | [www.thosemockingbirds.com](http://www.thosemockingbirds.com)  
**Troy Ave** | Hip Hop | Brooklyn, NY | [www.troyave.com](http://www.troyave.com)

**Valentino Khan** | [Electronica](#) | [Los Angeles, CA](#) | [www.valentinokhan.com](#)

**Violet** | [Pop/Rock](#) | [Los Angeles, CA](#) | [www.viol3t.com](#)

**TWRK** | [Electronic Trap](#) | [Jersey Shore, NJ](#) | [www.wearetwrk.com](#)

**Young Magic** | [Indie Rock](#) | [Brooklyn, NY](#) | [www.youngmagicsounds.com](#)

**Lizzie Sider** | [Country Pop](#) | [Nashville, TN](#) | [lizziesider.com](#)

**BASECAMP** | [Electronic](#) | [Nashville, TN](#) | [www.facebook.com/basecampmusique](#)

**Behind the Fallen** | [Rock](#) | [Los Angeles, CA](#) | [www.facebook.com/behindthefallen](#)

**Boombox Cartel** | [Producer / DJ](#) | [St. Paul, MN](#) | [www.facebook.com/BoomboxCartel](#)

**Boy Epic** | [Pop](#) | [Dallas, TX](#) | [fb.com/boyepic](#)

**CAKED UP** | [Electronic - Trap](#) | [Las Vegas, NV](#) | [www.facebook.com/wearecakedup](#)

**Diane Coffee** | [Psychedelic Motown](#) | [Bloomington, IN](#) | [www.facebook.com/dianecoffeeband](#)

**FMLYBND** | [Electronic-Rock](#) | [Isla Vista, CA](#) | [www.facebook.com/FMLYBND](#)

**Henrix** | [Electronic-House](#) | [Miami, FL](#) | [www.facebook.com/HenrixMusic](#)

**Henry Fong** | [Electronic-House](#) | [Costa Mesa, CA](#) | [www.facebook.com/djhenryfong](#)

**Lion Babe** | [R&B](#) | [New York, NY](#) | [www.facebook.com/pages/LION-BABE/161221293979772](#)

**Little Daylight** | [Alternative](#) | [Brooklyn, NY](#) | [www.facebook.com/littledaylightsounds/info](#)

**Lookas** | [Electronic-Trap](#) | [Miami, FL](#) | [www.facebook.com/LookasMusic](#)

**LOUDPVCK** | [Electronic-Trap](#) | [Los Angeles, CA](#) | [www.facebook.com/LOUDPVCK](#)

**Modern Baseball** | [Punk](#) | [Philadelphia, PA](#) | [www.facebook.com/ModernBaseball](#)

**Morgan Tobias** | [Country / Pop](#) | [Los Angeles, CA](#) | [www.facebook.com/MorganTobias](#)

**Night Panther** | [Pop](#) | [Doylestown, PA](#) | [www.facebook.com/nightpantherband](#)

**OCD: Moosh & Twist** | [Hip Hop](#) | [Philadelphia, PA](#) | [www.facebook.com/teamocd](#)

**Old Gray** | [Post-Hardcore Punk](#) | [Keene, NH](#) | [www.facebook.com/oldgrayband](#)

**Once Upon A Time** | [Pop Rock](#) | [Phoenix, AZ](#) | [www.facebook.com/OUATtheband](#)

**Oncue** | [Alternative Rock/Rap](#) | [Brooklyn, NY](#) | [www.facebook.com/mynamecuey](#)

**SAINT PEPSI** | [Psych Pop](#) | [Long Island, NY](#) | [www.facebook.com/drinkyoung](#)

**SALVA** | [DJ / Producer](#) | [Los Angeles, CA](#) | [www.facebook.com/SALVABEATS](#)

**Sara Phillips** | [Singer-Songwriter](#) | [New York, NY](#) | [www.facebook.com/saraphillipsmusic](#)

**Stop Light Observations** | [Southern Rock / Electronic](#) | [Mt. Pleasant, SC](#) | [www.facebook.com/stoplightobservations](#)

**The Vantage** | [Indie Rock](#) | [Austin, TX](#) | [www.facebook.com/thevantageband](#)

**The Venetia Fair** | Rock | Boston, MA | [fb.com/thevenetiafair](https://fb.com/thevenetiafair)

**Thoughts in Reverse** | Metal | Syracuse, NY | [www.facebook.com/ThoughtsInReverseBand](https://www.facebook.com/ThoughtsInReverseBand)

**Tree** | Hip Hop | Chicago, IL | [www.facebook.com/mctreegee](https://www.facebook.com/mctreegee)

**Trapdoor Social** | Alt. Pop Rock | Los Angeles, CA | [trapdoorsocial.com](https://trapdoorsocial.com)

**Chevy Woods** | Hip Hop | Pittsburg, PA | [www.chevy4800.com](https://www.chevy4800.com)

**Chill Moody** | Hip-hop | Philadelphia, PA | [www.chillmoody.com](https://www.chillmoody.com)

**Dylan Owen** | Alternative Rap/Hip Hop | New York, NY | [www.dylanowenmusic.com](https://www.dylanowenmusic.com)

**Huey Mack** | Hip Hop | Morgantown, WV | [www.hueymackofficial.com](https://www.hueymackofficial.com)

**Ken Rebel** | Hip Hop | Chicago, IL | [www.kenrebel.com](https://www.kenrebel.com)

**Kiah Victoria** | R&B Singer-Songwriter | New York, NY | [www.kiahvictoria.com](https://www.kiahvictoria.com)

**Screamin' Rebel Angels** | Rock & Roll | Brooklyn, NY | [www.screaminrebelangels.com](https://www.screaminrebelangels.com)

**Sharaya J** | Pop/Hip Hop | Virginia Beach, VA | [www.sharayaj.com](https://www.sharayaj.com)

**The Orwells** | Punk/Indie Rock | Elmhurst, IL | [www.theorwells.com](https://www.theorwells.com)

**The Senators** | Indie-Folk | Phoenix, AZ | [www.thesenatorsmusic.com](https://www.thesenatorsmusic.com)

**Vic Mensa** | Rock/Rap | Chicago, IL | [www.vicmensa.com](https://www.vicmensa.com)

**The Underachievers** | Hip Hop | Brooklyn, NY | [www.facebook.com/underachievers](https://www.facebook.com/underachievers)

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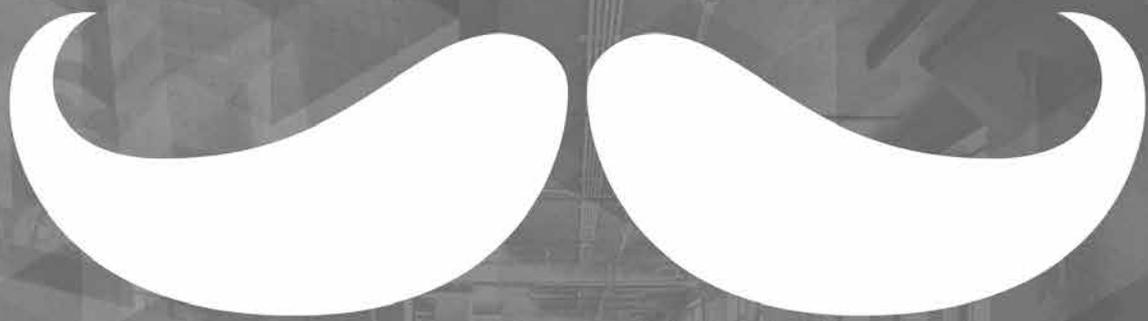
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\* DENOTES NMS ARTIST ON THE VERGE PERFORMER

PERFORMER	LOCATION	GENRE	WEBSITE
<b>Aly Tadros</b>	Brooklyn, NY	Folk-Pop	<a href="http://www.alytadros.com">www.alytadros.com</a>
<b>ASTR</b>	New York, NY	Electronic/Alternative/Hip Hop/Party	<a href="http://astr.tv">astr.tv</a>
<b>Blackfoot Gypsies*</b>	Nashville, TN	Rock N Roll/Blues/Country/Garage/American	<a href="http://blackfootgypsies.bandcamp.com">blackfootgypsies.bandcamp.com</a>
<b>Born Cages</b>	New York, NY	Indie Rock	<a href="http://www.borncages.com">www.borncages.com</a>
<b>Boy Epic*</b>	Dallas, TX	Pop	<a href="http://boyepic.tumblr.com">boyepic.tumblr.com</a>
<b>Cardiknox</b>	New York, NY	Pop	<a href="http://www.cardiknox.com">www.cardiknox.com</a>
<b>Council</b>	Baldwinsville, NY	Pop rock	<a href="http://www.councilband.com">www.councilband.com</a>
<b>Desert Sharks*</b>	Brooklyn, NY	Punk	<a href="http://desertsharks.bandcamp.com">desertsharks.bandcamp.com</a>
<b>Dylan Owen*</b>	New York, NY	Hip Hop	<a href="http://dylanowenmusic.com">dylanowenmusic.com</a>
<b>Eric Dash*</b>	New York, NY	Singer-Songwriter	<a href="http://www.ericdashmusic.com">www.ericdashmusic.com</a>
<b>Face the King</b>	Amityville, NY	Rock/Alternative/Indie/Arena	<a href="http://www.facethekingband.com">www.facethekingband.com</a>
<b>Honduras*</b>	New York, NY	Punk/Haze/Pop	<a href="http://hondurasband.com/">hondurasband.com/</a>
<b>How Sad</b>	Montreal, Quebec	Indie/Pop/Dance	<a href="http://howsadmusic.com">howsadmusic.com</a>
<b>Hyper Heart</b>	Stockholm, Sweden	Pop/Rock/Electronica	<a href="http://www.hyperheart.com">www.hyperheart.com</a>
<b>Jens Wennberg</b>	Lulea, Sweden	Alternative/Indie	<a href="http://www.jenswennberg.com">www.jenswennberg.com</a>
<b>JuiceBox*</b>	Brooklyn, NY	R&B / Funk	<a href="http://juiceboxfunk.com/">juiceboxfunk.com/</a>
<b>June Divided*</b>	Philadelphia, PA	Rock	<a href="http://www.last.fm/music/June+Divided">www.last.fm/music/June+Divided</a>

## NMS14

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**Kiah Victoria\*** | Brooklyn, NY | R&B Singer-Songwriter | [kiahvictoria.com](http://kiahvictoria.com)

**Kim Logan\*** | Nashville, TN | Country/Blues | [www.kimlogan.net](http://www.kimlogan.net)

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**Lanz Pierce** | Queens, NY | Hip Hop | [www.lanzpierce.com](http://www.lanzpierce.com)

**Laura Lee Bishop** | Houston, TX | Pop | [www.LauraLeeBishop.com](http://www.LauraLeeBishop.com)

**Life Size Maps\*** | Brooklyn, NY | Pop/Rock | [lifesizemaps.com](http://lifesizemaps.com)

**LoveSick Radio\*** | Columbus, OH | Pop/Rock | [www.facebook.com/LoveSickRadioBand](http://www.facebook.com/LoveSickRadioBand)

**Lucy Seven** | Bollnas, Sweden | Rock | [www.lucyseven.com](http://www.lucyseven.com)

**Luluc** | Melbourne, Australia | Alternative/Indie | [www.lulucmusic.com](http://www.lulucmusic.com)

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**Meg Myers** | Los Angeles, CA | Rock | [www.megmyers.com](http://www.megmyers.com)

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**N'Toko** | Ljubljana, Slovenia | Hip Hop | [www.ntoko.si](http://www.ntoko.si)

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**Rachel Brown\*** | New York, NY | Singer-Songwriter | [www.rachelbrownmusic.com](http://www.rachelbrownmusic.com)

**Rachel Lynn\*** | Brooklyn, NY | Singer-Songwriter | [www.rachellynnsings.com](http://www.rachellynnsings.com)

**Rapsody\*** | Snow Hill, NC | Hip Hop | [www.iamrapsody.com](http://www.iamrapsody.com)

**Rexford** | New York, NY | Pop | [rexfordmusic.com](http://rexfordmusic.com)

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**Sara Phillips\*** | New York, NY | Singer-Songwriter | [facebook.com/saraphillipsmusic](http://facebook.com/saraphillipsmusic)

**Screamin' Rebel Angels\*** | Brooklyn, NY | Rockabilly | [www.screaminrebelangels.com](http://www.screaminrebelangels.com)

**Sharkmuffin\*** | Brooklyn, NY | Brooklyn Garage Noise Pop | [sharkmuffin.com](http://sharkmuffin.com)

**SoundWitch** | Osaka, Japan | Industrial Rock | [www.soundwitch.jp](http://www.soundwitch.jp)

**Space Jesus\*** | Brooklyn, NY | Electronic / Bass | [www.spacejesus.net](http://www.spacejesus.net)

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**The Audyssey** | Washington, DC | Electronic | [www.TheAudyssey.com](http://www.TheAudyssey.com)

**The Cold and Lovely** | Los Angeles, CA | Rock | [www.thecoldandlovely.com](http://www.thecoldandlovely.com)

**The Corner** | Toronto, CA | Indie Rock | [/www.wearethecorner.com](http://www.wearethecorner.com)

**The Dirty Gems\*** | New York, NY | Pop / Soul / Rock | [www.thedirtygems.com](http://www.thedirtygems.com)

**The Kickback** | Chicago, IL | Alternative/Indie | [thekickbackband.com](http://thekickbackband.com)

**The Magnettes** | Pajala, Sweden | Pop | [www.facebook.com/themagnettes](http://www.facebook.com/themagnettes)

**The Senators\*** | Phoenix, AZ | Indie-Folk | [www.thesenatorsmusic.com](http://www.thesenatorsmusic.com)

**The Veda Rays\*** | Brooklyn, NY | Indie / Noir / Alt. | [www.thevedarays.com](http://www.thevedarays.com)

# NMS14

**The Venetia Fair\*** | Boston, MA | Pop Rock | [thevenetiafair.bandcamp.com](http://thevenetiafair.bandcamp.com)

**Those Mockingbirds\*** | Montclair, NJ | Grunge / Alt. Rock | [www.ThoseMockingbirds.com](http://www.ThoseMockingbirds.com)

**VanLadyLove\*** | Provo, UT | Pop/Rock | [www.vanladylove.com](http://www.vanladylove.com)

NEW MUSIC NIGHTS



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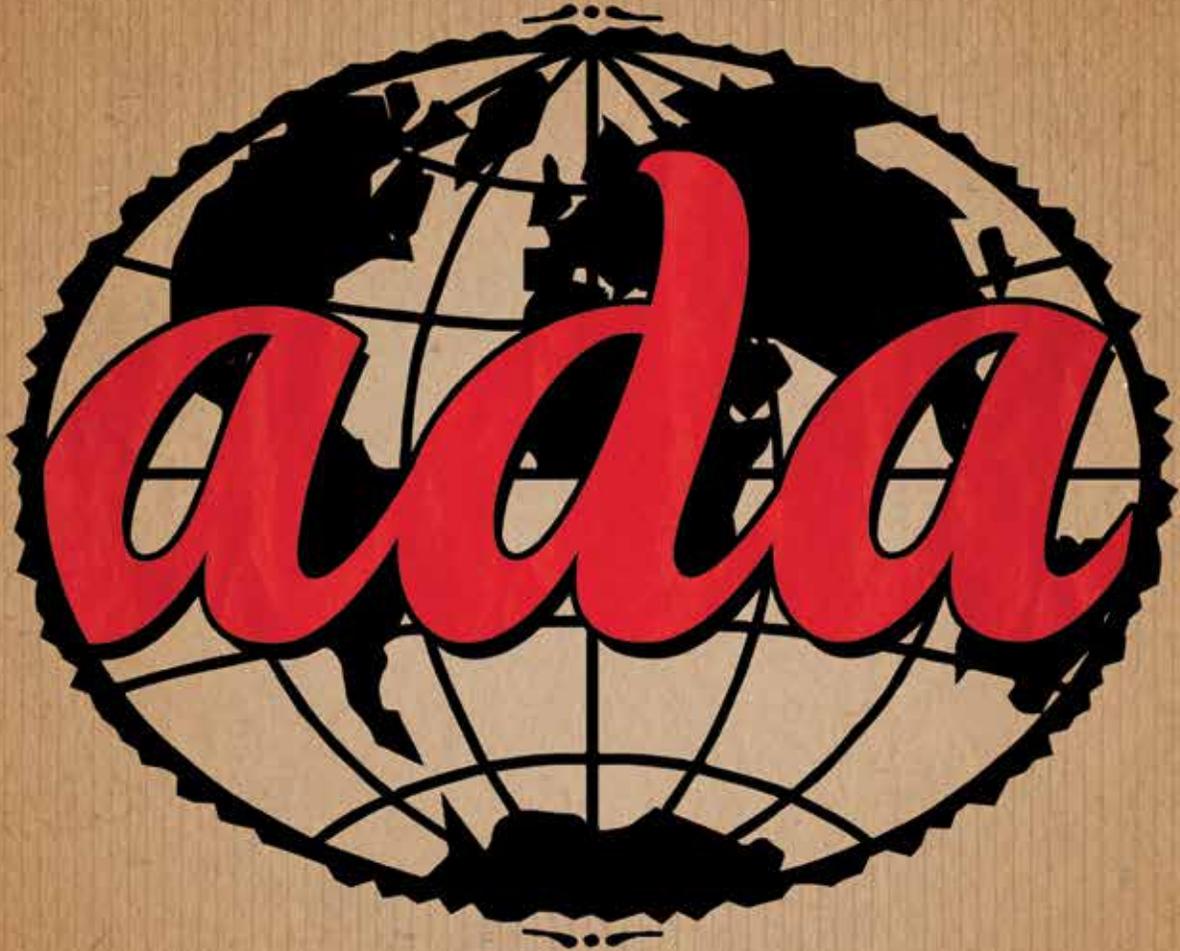
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# **PART 3: THE NEW RULES OF ENGAGEMENT**

# FOR A SONG

By Tom Silverman  
Executive Director New Music Seminar

**T**he history of music being undervalued was already well established when Shakespeare, in the year 1601, used the expression “sold a goodly manor for a song” in *All’s Well That Ends Well*. The phrase is synonymous with something being valued below its worth.

Music is arguably, the single thing that can bring the most human happiness. Music touches our hearts, enlivens our souls and brings us together. The United Nations is beginning to create initiatives around music as they have discovered the strong connection between music, peace, and happiness.

It is surprising that something so essential to human happiness can be so undervalued. The purpose of the New Music Seminar is to bring people together to discuss new ways to increase the value of music.

Artists, songwriters, music labels, and publishers have been trying to improve the value of music for more than 100 years. The value of music peaked in 1999/2000 when record numbers of albums sold at the highest price in history. But the ride ended in 2001 when the CD boom peaked as consumers finished replacing their music collections, and the recordable CD-R made mass music copying possible. Napster launched in 1999 and its viral peer-to-peer architecture accelerated the fall of the CD. The spread of MP3 players and copying and downloading of music reduced sales units and kept prices from increasing with inflation.

In 2004, the iTunes store opened and re-introduced the single in the digital space at 99 cents, roughly half of what 45’s sold for in 1995. This allowed consumers to purchase only one song without having to buy an entire album. Digital singles exploded, outselling their album equivalents 11 to 1.

By 2012, the RIAA inflation-adjusted value of the music business had declined to the same level as 1966. Greater than 60% of the jobs in the music business had been lost, and Label rosters reduced to 30% of what they had been a decade before.

The high-risk record business no longer had the high return necessary to justify the investment in many artists. Artist signings plummeted. Artist development suffered. 360-deals were created as an attempt to restore the return-on-investment and allow the business to become sustainable. There was still the belief that the digital download business could grow to replace the decline of the physical CD.

In 2013, those hopes were dashed. Digital downloads peaked as Apple lost its smartphone dominance to Android devices that did not allow iTunes purchasing, and YouTube and Soundcloud

made easy free on-demand listening possible. Formats had peaked before; in 1979 with vinyl albums and in 2000 with the CD as consumers completed their catalog collections (see chart). This time a format peaked in only eight years.

Luckily for the music industry, a new business model was on the rise based on music access rather than ownership – Music Streaming. There are three types of music streaming and one type, music subscription, that has the potential to increase the value of music beyond that of music purchases.

## There are three different economic models for music streaming.

- 1. Statutory licensed DMCA-compliant non-interactive services that are administered through SoundExchange (Pandora/SiriusXM/iHeartRadio)**
- 2. Direct licensed advertising-supported on-demand services (YouTube)**
- 3. Direct licensed subscription-supported on-demand services (Spotify/Rhapsody/Google Play/Deezer/Xbox Music)**

The music access model must be measured in a different way than units sold. The music industry needs to learn new criteria for measuring and monetizing music in this New Music Business. Each of these three models has different Average Revenue Per User (ARPU)

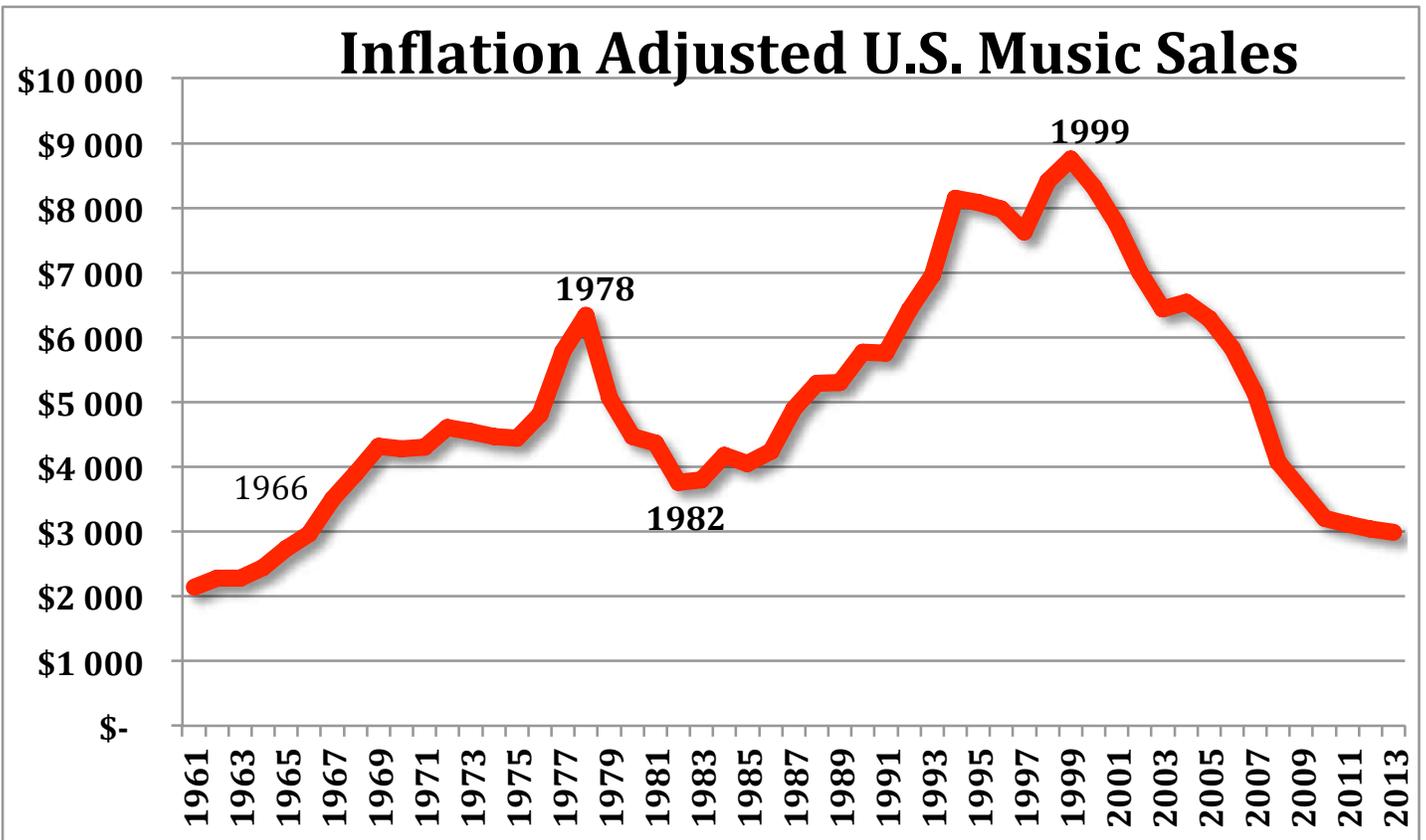
Each of these has a different Customer Lifetime Value (CLV) Each of these has different Monthly Average Users (MAU) and Daily Average Users (DAU)

Each of these has different Time Spent Using (TSU) – radio traditionally refers to this as Time Spent Listening (TSL) either Daily (DTSU) or Weekly (WTSU).

These are terminologies used to measure attention and its value. As we move from a music sales business to a music access business we must create new ways to measure and monetize music. These are terms you must be conversant with.

Let’s compare the three streaming models to the music acquisition model. We will use arbitrary numbers because we do not have the data necessary to make an exact determination at this time.

- 1. Assuming that there are 100 million people that bought music in America in 2013 (and that number may be high), The average person bought 2.89 albums and 12.5 tracks. If the average album cost \$13 and the average track cost \$1.20, the average person spent \$52.57 on music.**



RIAA Data █ Inflation Adjusted U.S Music Sales

Their ARPU would be \$4.38 per month

**2.** The DMCA compliant non-interactive statutory services paid SoundExchange \$658 million. Pandora alone had 72 million MAU. If we add SiriusXM, iHeartRadio, Spotify Radio and all of the others, there are probably around 140 million MAU generating annual per user revenues of \$4.7 each at a monthly ARPU of 39 cents.

**3.** Licensed ad-supported on-demand streaming like YouTube and Spotify “free” generated \$220 million last year according to RIAA. Assuming that 100 million people stream music on YouTube and Spotify Free, the annual per person revenue is around \$2.20 for a monthly ARPU of 18 cents.

**4.** Last year there were around 6.1 million subscribers to on demand services and generated \$628 million according to RIAA. The

annual per user revenue was \$102.95 for a monthly ARPU of \$8.58. Roughly double that of music buyers.

It is important to remember that just as some people buy downloads, CDs or Vinyl, their music access is not mutually exclusive. Many people will continue to buy music as well as pay for a subscription service and also use Pandora, SiriusXM and YouTube, so that person will actually represent an even greater ARPU.

When music subscriptions eventually reach the same penetration as television subscriptions (100 million), even at last year’s ARPU, the U.S. music business will be nearly 50% bigger than it is now and music subscriptions can far exceed television subscriptions because they are not limited to TV households. In fact, more than 170 million Americans own smartphones already and each is a potential music subscriber.

Here are some other potential revenue projections that would be additive to the streaming revenues and bring music revenues

- **Digital radio services** that could eventually generate as much as \$2 billion each year for labels and artists.

- **Music Video advertising** that should generate another billion or more.

- **Music Downloads** should continue to generate \$1-\$2 billion

- **Physical music sales** could generate another \$1 - \$3 billion – if the industry can create a compelling, collectible, giftable, physical music product.

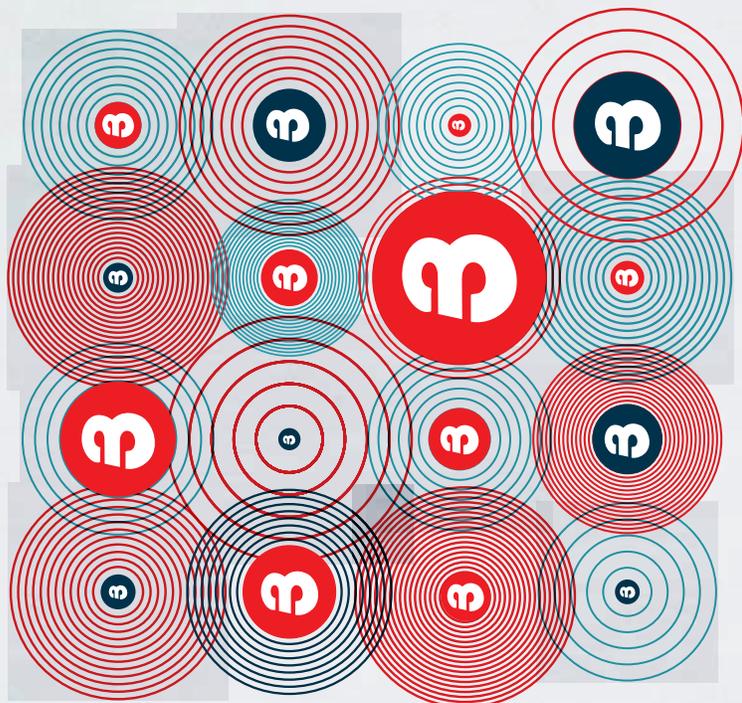
- In 2013, Vinyl had its biggest year since 1989 and is up 40% this year over last. Vinyl could be responsible for nearly a \$1 billion of those revenues if growth continues

- **High Resolution Music** promises a premium product and service at a premium price that could further drive ARPU.

The opportunity for music revenue growth is even bigger on the global scale. The largest growth potential exists in the parts of the world that never had a meaningful music business. Now, billions of mobile phones can deliver music to music-loving people; simply, securely, and in a way that is easily monetized.

As we change our paradigm from one of selling music to one of selling the attention that music drives, we will experience a doubling of the value of music within ten years – and another doubling in the following decade.

We are turning the corner on a new era of prosperity for music creators and their investors. I look forward to the day when the expression “it’s going for a song” means “you probably can’t afford it.”



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# MOVING MUSIC FORWARD ON CAPITOL HILL

By SoundExchange | [@soundexchange](https://twitter.com/soundexchange)

**Michael Huppe, SoundExchange President and CEO.**

**T**wo important issues recently surfaced in Washington, D.C., which have a direct impact on the performance royalties that recording artists and record labels earn for the use of their music by two kinds of radio.

First, SoundExchange, along with industry partners, launched “**Project72**”-- a campaign for equal treatment of pre-1972 artists and their sound recordings. The campaign puts a spotlight on the fact that some of the **biggest digital radio companies** -- including SiriusXM and Pandora -- have decided to **stop** paying royalties to artists who recorded music before 1972. These pre-1972 recording artists include the hit makers of Motown, the legends of Jazz & Blues, and the people who gave birth to Rock n’ Roll. Based on their



dollar industry to continue to pay nothing for its primary product. The legislative solution would require AM/FM radio stations to compensate recording artists and copyright holders when they use their music, spoken word, or other recordings, just like they compensate songwriters. As many of you probably know, recordings played on AM/FM radio do not earn royalties for the artist or record label. Internet, satellite, and cable radio all pay a performance right when they use the creative property of recording artists and rights holders. AM/FM radio should be held to the same standard as its competitors. Despite legislation in the past, the issue of real fairness is persistently making its way back to Capitol Hill. A bill could be introduced any day now to make the requirement to pay a performance royalty to artists the same across all platforms and technologies.

**“When we think about value, it is sometimes easiest to think about monetary value. But the value of music extends far beyond that. It can be traced back to important memories we cherish from our childhood, the launch of a social movement, or other key moments in time.”**

interpretation of copyright law, some digital radio companies believe that they can use pre-1972 recordings for free, forever. In fact, up to 15 percent of all music played by digital radio was recorded before 1972. In certain genres the percentage is even higher. The Project72 campaign enlisted dozens of artists from all genres of music to show their support and shine a spotlight on this injustice. Artists supporting the campaign include The Beatles, Martha Reeves, Melissa Etheridge, Roseanne Cash, Cyndi Lauper, and more. Recognizing the need to address this injustice, Representatives George Holding (R-NC) and John Conyers (D-MI), introduced “**The RESPECT Act**” at a launch event on Capitol Hill. The bill would ensure that musicians and rights holders with sound recordings made prior to 1972 are paid for the use of their content by digital radio.

A second issue that Congress must address is the long-standing injustice in our laws that allows AM/FM broadcasters to pay nothing for the music that draws their audience. The United States is the only democratic, industrialized nation that does not recognize the right of performers to be compensated when their music is played on broadcast radio, and it makes no policy sense for a multi-billion

Ultimately, this is all about fairness in the music industry. SoundExchange works tirelessly to support, protect, and propel the music industry forward. We are advocates of all music and spend considerable resources and effort lobbying for the long term value of all music. Our education throughout the industry and on Capitol Hill is vital in the fight to protect the value of all music.

We at SoundExchange firmly believe the power and importance of all music cannot be thrown aside. To move music forward, we have to protect and defend its inherent value.

At SoundExchange, it is not simply your job to fight for the rights of all creators--it is our responsibility as leaders in the recorded music industry. If we don’t stand together as informed and capable individuals in the music community and spearhead the change, the respect, and the need to value all music, then who will?

For the latest on what you can do to stand with us at the forefront of this critical issue, follow SoundExchange on Twitter [@soundexchange](https://twitter.com/soundexchange).



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# THE BILATERAL REACHING POINT IN MANDARIN MUSIC

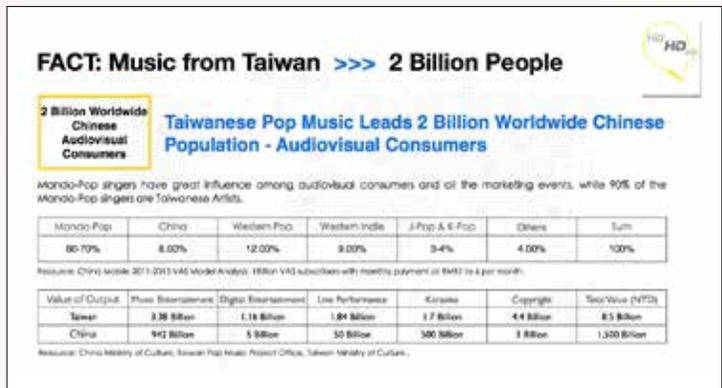
For the past few decades, Taiwan has been the Pop music center of the Greater China Region for music and business. Over 70 percent of the global Mandarin creativity, production, and revenue of Pop music comes from Taiwan, and it is this advantage that has led us to influence the 2 Billion Chinese audio-visual consumers worldwide. Taiwan gathers elite talents in fields of innovation, software and hardware developers; and it is these people who have put together a mature and promising foundation that combines technology and arts.

There has been substantial growth in the China markets, with over 60 million of the Chinese population currently learning music, and over 400 million learning English. The world is witnessing a boom in this massive market, which shows a greater growth trend in the audio-visual business. Trying to figure out how to penetrate this market in the most feasible way, presents quite a challenge. However, one of the keys to success is through the collaboration with professionals and organizations from Taiwan.

**Ed Yen of GCA Entertainment, a Taiwan based company in the Greater China Region, has been closely following the global music industry's development for decades. He believes the Greater China Region lacks 5 types of needs:**

- 1) Education**
- 2) Partners**
- 3) Performances**
- 4) Exhibitions**
- 5) Cross-Industry Brandings**

According to official analysis from the Ministries of Culture of both China and Taiwan, the greatest opportunities for western artists to thrive in the Greater China market is to connect with brands and develop a bilateral collaboration.



There are approximately 2 billion audiovisual consumers in the Greater China Region. These are the wealthiest spenders amongst the world's 4 billion consumers of audiovisual products. Over 90% of the music produced in the Greater China Region comes from Taiwan and the China Mobile Census indicates that 60-70% of the ring tone services are from Taiwanese music; Western majors rank second with 12% of overall usage, followed by Western independent, which rates 9%.

According to the IFPI Census, Taiwan's most dominant year in the music industry was in 1996-1997, where \$18 to \$25 Billion (Taiwan New Dollars) was generated from this island. However, the market now has shifted to China. Taiwan is not only the center of Mando-Pop music, but arguably boasts having one of the most robust IT consumer markets in the world.

Now in this digital era, we seek to collaborate with NMS and their delegates to generate more cross-regional and cross-industry business opportunities around the Asian and Western markets.

**GCA Entertainment is also responsible for the Music in Cities (MIC) Conference.**

GCA will present its 4th annual 3-day conference in Taiwan from October 29-31, 2015. We welcome global attendees or professionals in the music business to join us for panels, business gatherings, meetings and networking, showcases, and other practical events. This year's main topic will be "Bilateral Collaborations in Cities", which will be the first in a series of customized music exhibitions that include live music events, education, and businesses sessions. GCA Entertainment will be more than honored to meet with you during NMS, and hope to further elaborate with you in October during our MIC.



# RADIO

BREAKING NEW ARTISTS AND SHARING NEW MUSIC

by clay hunnicutt | photos: getty

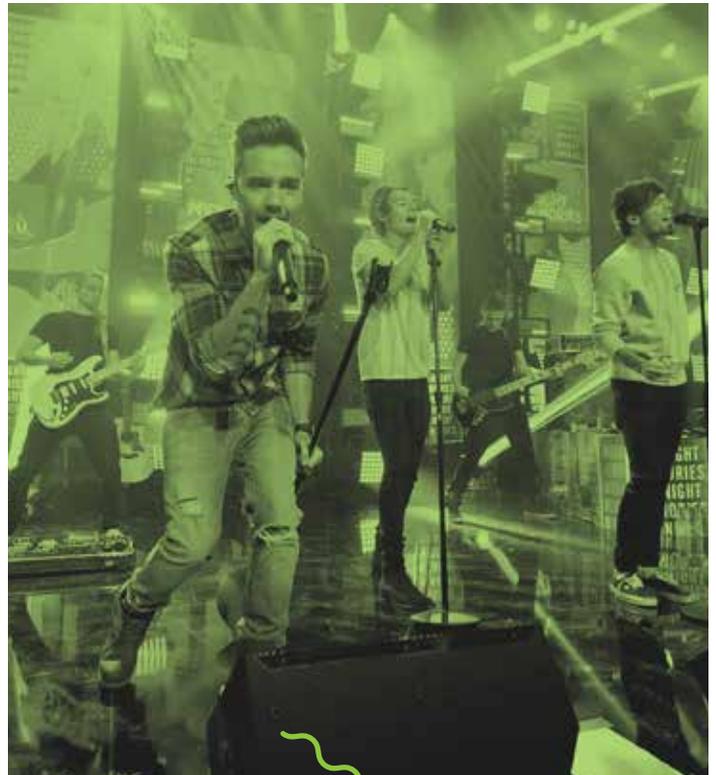


**MORE** than 92% of Americans tune into radio each week. These fans flock to radio to connect with their favorite personalities, get their news, weather, traffic and entertainment gossip, stay in touch with the community and of course, to discover new music. In order to best serve our listeners and the industry as a whole, Clear Channel works closely with music labels and artists' camps on a number of initiatives. These programs successfully utilize the power of our multimedia platforms and unparalleled broadcast reach to maximize song exposure and create a deeper connection between fans and new music.

The recently introduced "On The Verge Artists" program, looks at key tracks and artists that our programmers are excited about and know their listeners will love. Each month Clear Channel selects an artist in each format, based on surveys and feedback from these programmers, to launch a six-week program that includes on-air exposure, as well as significant digital and social support across Clear Channel's entire network. One recent On The Verge Artist, Katy Tiz, was chosen to debut her single "The Big Bang" through the new program and after just one week of airplay, the single impressively reached No. 38 on the Mediabase Top 40 chart. Sales for "The Big Bang" increased 9,121% throughout the program, showcasing the power of radio and its ability to break new artists. New artists in the program have even overtaken well-established performers. Jhene Aiko's single "The Worst" rocketed to No. 3 on the Urban Radio Airplay chart during the same week Jay Z's single "Part II" was released, which only reached No. 7. The charts to the right showcase other recent On The Verge Artist successes.

But music discovery isn't just about new artists, it's also about new

songs from artists that listeners already love. This is where Clear Channel's Artist Integration Programs come into play. These custom programs are designed to increase audience awareness and album sales of new music projects by leveraging Clear Channel's powerful properties, including 840 radio stations across the country, and



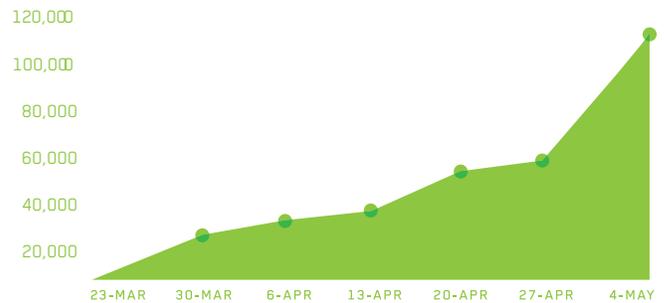
iHeartRadio; a free, all-in-one digital radio service. This program allows artists to share their personal stories with listeners and give an inside perspective of what their new music means to them. Recently we launched an Artist Integration Program to support Jason Derulo's single "Talk Dirty." The program resulted in a 22% increase of sales for the single and Derulo gained nearly 40,000 new social fans the following week, which is a great example of how this program can speed song familiarity and create a deeper connection between consumers and music.

In addition, live concerts and events bring the music of the iHeartRadio app to life and are meaningful ways for artists to form deeper relationships and introduce new music to fans. To officially launch new albums, some of the biggest music stars on the planet, including Justin Timberlake, Katy Perry, Paul McCartney, Coldplay and many more, have turned to Clear Channel to host iHeartRadio Album Release Parties. These marquee events feature live performances or listening sessions with the artist, and an intimate Q&A discussing the making of their new album. The iHeartRadio Album Release Parties bring to fans intimate performances from top recording artists in iHeartRadio's state-of-the-art theaters in LA and NYC, while also having the ability to broadcast the performance to millions live on-air across radio stations throughout the country, including live video streams on iHeartRadio.com and via other streaming partners. Last October, One Direction launched the new album, "MIDNIGHT MEMORIES," at the iHeartRadio Theater Los Angeles. The exclusive event hosted by Ryan Seacrest broadcasted on Clear Channel CHR stations, streamed for fans on Yahoo Screen and was televised for a special on The CW Network. Most impressively, their iHeartRadio Album Release Party resulted in more than 546,000 copies sold of "MIDNIGHT MEMORIES" within the first week. In March, we also hosted one with Shakira launching her self-titled new album. Proving the promotional power of these events and the ability to leverage our powerful platforms, more than 84,000 copies were sold in the first week, which is 84% higher than the first week of sales for her previous album Sale El Sol.

We are passionate about artist development and music discovery – it is the lifeblood of so many of our stations and is critical to not just radio's success, but also artists, labels and the entire music industry.

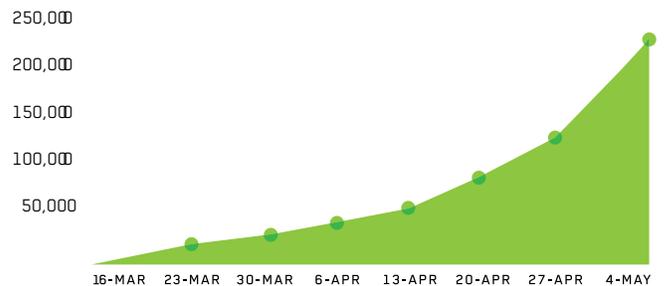


### Iggy Azalea "Fancy" Single Sales



Sales for Iggy Azalea's "Fancy" have increased 848%, going from 17,491 units in sales the first week, to 221,540 units throughout the On The Verge Artists program. The single also went from No. 46 on the Rhythm chart to No. 4.

### Rixton "Me and my Broken Heart" Single Sales



Sales for Rixton's "Me And My Broken Heart" have increased 3,440%, going from 3,149 units the first week to 111,478 units. The single also jumped 30 spots on the Hot AC chart to No. 16 during the six week period and is currently at No. 9 on the Top 40 chart.

THE NEW RULES OF ENGAGEMENT



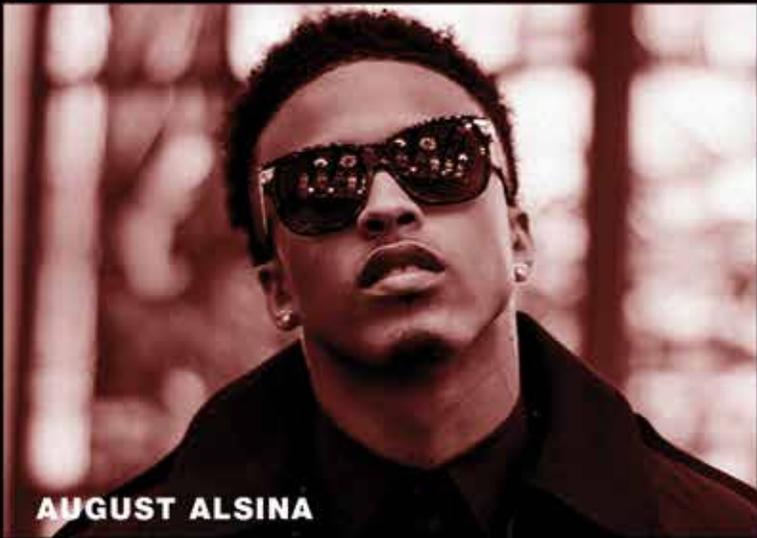
**IGGY AZALEA**



**JHENE AIKO**



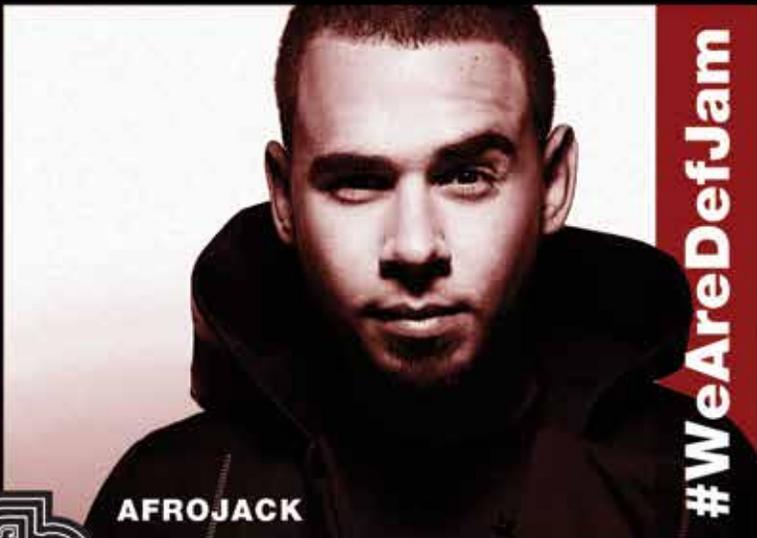
**YG**



**AUGUST ALSINA**



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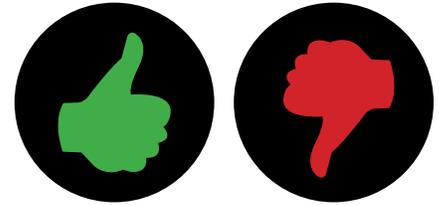
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# THUMBS

Expert Advice From the **NMS** Community



**NMS asked the music community to provide expert advice about elements of business that artists should-and should not-abide by. Herein are consummate  and  for the industry players.**



**MARTIN ATKINS**  
Educator/Author/Drummer

-  Book yourself. You can make decisions about playing the right venue for nothing, because it is a great long-term career move. It's very difficult for your agent to do that.
-  Buy my book "Tour:Smart." There are 500+ pages of really great shit and it's only \$20 on Amazon. It's full of great stuff and it's great to hit the drummer with.
-  Use the Internet and find out where your fans are and play there. (We like ReverbNation's Fan 360, Google Analytics and YouTube Insight).
-  Play for nothing. It makes your show immediately more attractive than many of the others that week—or it just makes you more attractive as an opener to another show.
-  Offer more than one item of merch for sale. Two or three CDs (studio, live, remix, whatever) and two or three shirts (different designs, different styles, different colors), plus something else (a cookbook, stickers, something!) and a begging bowl with a humorous message.

 Play songs that people want to hear. You are working for the audience, not the other way around. If you play your own songs, offer the ones that people want to hear, not just your newest ones.

 Always be nice to everyone... not sickening brown-nosing falseness. (That kind of falseness makes you an asshole). Just be authentically nice.

 Don't overplay any market. The simple rule of thumb for this is to play every 9 to 12 weeks or whenever you have a new t-shirt design. Don't ask your friends if playing every two weeks is too much. They are your friends; it's their job to lie to you.

 Don't stay in hotels. Save money and find people in each city that are nice enough to help you with a bed or a couch or a floor and a shower. You will be friends with them for life and they'll make a difference next time around. (BetterThanTheVan.com is a handy tool).

 Objectively look at your people pulling potential (PPP) in any market. If you feel it's low, try to open for a larger band. They might want to open for you in your hometown (that's called Gig Swap!).

 Tour east of a line from Minneapolis to Texas. There are more shows in a smaller area. You'll have more time to socialize, meet people, explore, market and make friends.



**BASSY BOB BROCKMANN**  
Producer

 Always be in record mode from the first take. That's often where the best ideas come from.

 Don't look at Pro Tools when you are recording. Listen! My favorite plug-in is the "listen on" that blacks the screen.

 Try and remove plug-ins always. You might be surprised by what you hear.

 Don't criticize first. Always think before your first suggestion when a performer is recording. Start with a positive, then ease into criticism, but only if the player requests it. If not, just say, "Let's try another one."

 Comp your vocals right after recording, even if it's late. You will save a lot of production time down the road.

 Always have fun in the studio. If you're not having fun, come in another day. Fun leads to creativity and greatness.



**TOM JACKSON**  
President, Onstage Success

 Don't just wing it onstage. You practice the music, dynamics, tempo, tones, melodies and harmonies of your songs... so learn and be creative with what you do onstage, too.

 Learn how to rehearse. Rehearsal involves the musical, the visual, the verbal, the rearranging of songs that were written for radio so they work live, and more.

 Don't play your songs live the way you recorded them for radio (unless your song is a massive hit on radio). Your audience's expectations are different at a club or concert hall than they are when they turn on the radio.

 Find the "moments" in your songs and learn how to help your audience emotionally connect with you and the song by bringing out those moments for your live show.

 Don't let your songs all look the same. They don't sound the same, so why should they look the same!



**SESAC**  
By Linda Lorence, SESAC

 **JOIN A PRO.** If you're a songwriter, join a Performing Rights Organization (PRO), if / when your original music is being performed. Joining a PRO is often the first step one should take when pursuing a professional career in music. A PRO will not only act as your royalty collection agent for your songs, they continuously offer a great deal of critical information and support as you navigate the tricky terrain that is the music business. The PROs have relationships in all areas of the business and can be a great resource for you. In the U.S. check out all three - SESAC, ASCAP and BMI, to determine which is the best fit for you!

 **TAKE CARE OF YOUR SONGS.** The reality is this; until you engage in a publishing agreement with a professional publisher, you are the publisher of your songs. Therefore, you should learn the basic responsibilities of what a publisher does; especially the administrative role, such as registering your works with a PRO. You will not get paid unless your songs are registered. Now, all three PROs pay on live performances, but the onus is on the writer to register and input those live performances. It's just another "task" to take care of, but it results in dollars (live performance royalties) in your pocket!. Stay on top of it and never procrastinate when it comes to filing / submitting information.

 **NETWORK.** Get out there and learn who the important players are in all aspects of our business. Eventually you will be building your own team, and these may be your future partners; publishers, managers, lawyers, publicists, social media marketers, club owners, booking agents, PRO reps, etc. It is one thing to build your fan base at your shows, but you must be as diligent on the business side. Attend as many "business" events as you can. It is wise to educate yourself; learn about those important, crucial issues that concern and affect us all. Networking is an extremely important component when building your

professional music career, and ... the NMS is an excellent place to start!



**JOIN.** Become a part of your industry and join any or all of these organizations by contacting their local NY chapter: The Recording Academy, Women In Music, Association for Independent Music Publishers, The Songwriters Hall of Fame, the PROs, NARIP, NY Songwriters Collective, and others. They all have regularly scheduled events, designed to help musicians learn about our industry, and to network with music business professionals and other musicians.



**MAKE YOUR MUSIC EASY TO FIND.** Your music should be easy to track down and listen-to online, and should also be easily accessible on your website. If someone in the industry is interested in you, they will very likely want to find you online, to easily see what you look like and to hear your music. If it is possible, allow your music to play on your website while one is browsing your bios, press kits, etc. Be sure your online presence is up to date and a true reflection of who you are today. Performance videos are great and they don't have to be full productions.



**DON'T SIGN WITHOUT RESEARCH!** Don't sign with the first person who believes in your music, without checking out other options first. Know what you're getting into, so you don't end up with an agreement that you can't get out of. Use a professional entertainment attorney who has experience in exactly what you're about to embark on. Don't be afraid to ask someone about their experience.



**DON'T FORGET THE SPLIT SHEET.** Never leave the studio or a writing session without all of your collaborators' information; songwriters' full names, their publishing companies, and their PRO affiliation. Remember, this critical information, referred to as a Split Sheet, is not complete unless the literal writing-splits of the songs (who wrote what %), is clearly agreed-upon and documented. You will need this information to register the works properly. Ideally, you should keep a list of all your collaborators' publishing company names, and their PRO affiliations.



**DON'T TAKE YOUR VOICE FOR GRANTED!** This is your instrument and you must take care of it. Rest it! Warm it up properly, especially before practice and shows. If you find yourself getting hoarse after a gig, something is amiss. Never try to talk over a loud crowded club - take conversations to a quieter place. It's a fact, talking improperly is the #1 culprit of vocal problems. Seek

professional voice instruction. Since this is your career ambition, you **MUST** take it seriously, and become a student of the voice. Professional training will help you sustain and maintain your career, and it's not really necessary to hire an expensive "vocal coach to the stars." You'll receive excellent training from most any classically trained voice teacher, as long as they teach you to focus on proper breathing and vocal techniques; all intended to strengthen your stamina. It's a fact, the majority of great pop and rock singers have had classical training.



**DON'T FORGET TO HAVE FUN!** You only have ONE LIFE, so you'd better hurry up and have fun with it! This is your journey, so enjoy it!



## INSTITUTE OF AUDIO RESEARCH (IAR)

By Barry Heyman, Esq. Music Attorney; Dept. Chair, Music and Entertainment Management and Production, IAR



**LEARN ABOUT THE BUSINESS OF MUSIC.** After all, if you are pursuing a successful career in this industry, you should know how it operates and continues to change. You need to understand the various revenue streams and where you fit in. Then learn about the niches and developing areas in the industry and see what new opportunities you may be able to create, take advantage of, and perhaps monetize.



**GET INVOLVED.** It's a business of relationships. Attend music conferences and festivals. Try to see local live music often, and network with other talent and industry professionals. Seek out and join relevant music industry professional organizations.



**STAY INVOLVED.** Be open to wearing many hats. If you are a singer-songwriter, you can hone your skills by collaborating and writing with (and for) others. There is much to learn in the many different areas of the music business, on the road to building your successful music career; try performing as a cover artist / join a wedding band / work at a record label / get involved in management or music retail. Simply put, surround yourself in the many

facets of the music business as you grow, and explore how all of the various roles interconnect.



**DO YOUR HOMEWORK.** Don't go in the recording studio and collaborate with others without understanding the copyright(s) you may be creating, who will own what, and how each party is going to be paid.



**PROCEED WITH CAUTION.** Seek legal counsel, and not just when you're about to sign your major label deal. It can be very important in the earliest stages of your career to establish a relationship with an experienced music attorney. An attorney can guide, counsel, and prepare agreements for you regarding your collaborations with others you may work with, including co-writers, musicians and music producers. Your attorney will help you protect your artist name and logo (your brand), and established, reputable attorneys always have valuable industry contacts, which is always beneficial in advancing your career.



**DON'T BE IMPATIENT.** Don't expect your career to take off over night. Remember that success seldom happens this way. A successful career is often built one step at a time - each step based on a prior accomplishment. Keep plugging away and be patient. You never know exactly when that crucial, fortuitous opportunity will happen - the one that catapults your career!



**BE FLEXIBLE.** Don't think you need to sign with a major label or big management company to be successful. These days, you can have a successful career without the affiliation of a traditional major label system. It is possible for you to run your own business; outsource some of the services, and ultimately build a great team of qualified industry professionals who, in their various capacities, support your business endeavors.



## MUSIC XRAY

By Mike McCreedy Co-Founder/ CEO



**LEARN.** Know enough about the industry, and how it works, to have informed conversations with industry people when you meet them. If you can't, make sure you have

someone representing you in business conversations. I've seen so many deals start off going well, but end up going south because the industry professional felt it was just too hard to work with an artist who had to be hand-held through the learning process. You have to know at least the basics of the business. Read Donald Passman's book.



**LISTEN TO THE PROS.** Get professional feedback and critiques on your music before you start trying to get a deal. Your friends, your family (and even your own judgement) are not enough. Professionals who are not impressed by what they hear from you are going to be less likely to want to hear from you a second time. Lead with your best material and make sure it can compete with what's already successful in your genre. The competition is fierce. You have to be great!



**PROVE YOURSELF.** Remember that people in the music business may not "get" your music. But they do understand how to make money with music. If you can show them how you can monetize your already-existing fan base and how, with more resources and a team that knows how to execute, the results could be multiplied, you'll have a much better shot at securing a deal.



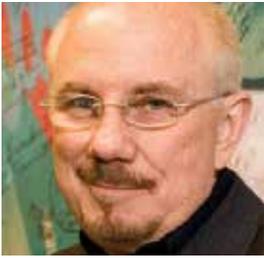
**TEAM UP.** Come to terms with the fact that DIY (do it yourself) only gets you so far - and not very far at that. Sorry. If it weren't true, there would be tons of DIY success stories. There are too many songwriters, bands, and acts out there vying for attention, and it results in people tuning out. You need a label. You need a manager. You need a team to help get you beyond a certain point, even if that team touts you as an initial DIY success. It still takes a team around you after you get yourself off the ground.



**DON'T NEGLECT YOUR AUDIENCE.** Don't assume that people are at the show to see you! They are there to be entertained. Yes, entertained by YOU - but you have to make your show all about ensuring your audience has fun and enjoys themselves. From their perspective, the spotlight is on you. But for you, the performer, shine the spotlight on the audience in front of you!



**PROOF VS SPOOF.** Never mention traction you have that could feasibly be spoofed. Even if you legitimately have 1 million YouTube views, be prepared to show the check you have received from YouTube for those views. Social traction can all be spoofed, and there are so many artists spoofing it that the industry just assumes yours is also spoofed. Show the concrete evidence of your traction - the undeniable aspects of it that cannot be faked. Otherwise, don't talk about your traction. Let your music speak for itself.



**GIBSON**

By Terry Stewart, Executive VP of Entertainment Relations



**DEVELOP SKILLS.** Take recording arts classes at a community college or university. Learn how to use Pro Tools or similar software.



**COMMUNICATE.** Start a blog. It's one of the best ways to get your name out there, to network and also ... to be heard!



**LEARN BY DOING.** Manage an artist.



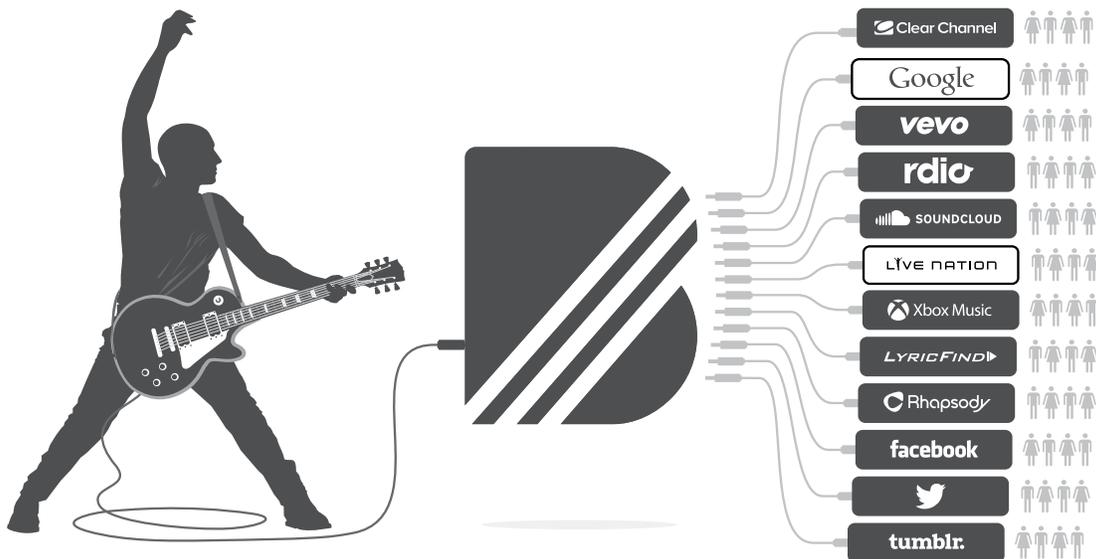
**GET SMART.** If you have a Bachelor's degree, do not pursue an MBA. Get a law degree instead. If you are currently an undergraduate, or thinking of college, take an accounting course and / or a business law course.



**PAYING YOUR DUES.** Beg, borrow, or steal an internship ... offer to do it for free.



**ARE YOU REALLY SERIOUS ABOUT THIS?** Move to Nashville, New York, or Los Angeles.



**BandPage** Powering musician content, commerce and careers.

[www.bandpage.com](http://www.bandpage.com)



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Free demo on [www.kollector.com](http://www.kollector.com)



# PART 4: RESOURCES

# WEBSITES

## A

**A2im.org** The American Association of Independent Music (A2IM) is a trade association that represents independent record labels in the United States. The organization represents the independents' interests in the marketplace, in the media, on Capitol Hill, and as part of the global music community.

**Ada-music.com** ADA is a distributor of independent music, partnering with labels such as Cartoon Network, Epitaph, Secretly Canadian, Fearless, Side One Dummy, Taseis, and Smithsonian Folkways.

**Aderra.net** Aderra records live concerts to flash drives and MicroSD wristbands that are available to the audience immediately after the performance.

**theAgencygroup.com** The Agency Group is one of the world's leading booking agencies, home to 50 agents with a combined roster of more than 1,000 artists.

**AllAboutJazz.com** Like the name suggests, this website is dedicated to jazz, both classical and contemporary. It features album reviews, interviews, jazz radio, podcast, a free daily mp3, as well as a calendar of events and a directory of musicians, venues and festivals.

**AllMusic.com** AllMusic's database is licensed and used in point-of-sale systems by music retailers. AllMusic also claims to have the world's largest digital archive of music, including about six million songs fully digitized, as well as the world's largest cover art library, with over half a million cover image scans.

**Almightyretail.com** The Almighty Institute of Music Retail provides data and services to help record labels and music retailers promote and sell more music.

**Amazon.com** Create a profile in one of the most trafficked and indexed sites on the net. Make lists of your favorite reads, artists and helpful products, and include your own music (and review your own CD), make wish lists and more. And the best part: Your profile shows up high in Google.

**Cyberprmusic.com** Ariel's Cyber PR process marks the intersection of social media with engaged behavior, PR and online marketing.

**theArtistbrand.com** A service that provides artists with a branding strategy that builds on the unique attributes of every artist or band.

**ArtistData.com** ArtistData builds solutions to automate the monotonous updating of artist websites, social network profiles, concert databases, Twitter, official news feeds, iCal, local press, fan newsletters and even tour books. When an artist updates our site, we update all their sites.

**Artistxite.com** Allows you to get revenue from a journalist or blogger who is writing a review on your music. They put a Xiteplayer that is a small window icon that when clicked on, is a mini music store selling your music to buy instantly. It is free for artists.

**Atlanticrecords.com** With more than 60 years of experience, Atlantic Records has become one of the preeminent companies in music history. They have a roster filled with high-profile artists such as Jason Mraz, Skrillex, Zac Brown Band and many more. Atlantic Records is an American record label best known for its many recordings of rhythm and blues, rock and roll, and jazz.

**Audiolife.com** Use free tools to custom design your merchandise, CDs, ringtones and downloads. Post your store to any website, blog or social network. We'll manufacture and distribute all of your products when they're purchased!

**Aurasma.com** a free app with technology that is capable of recognizing images, symbols and objects in the real world and understanding them. It can then deliver relevant content in real time, including videos, animations, audio or web pages.

## B

**Backstreetmerch.com** Offers a huge range of official merchandise, covering every major and some ludicrously obscure genres.

**Bagelradio.com** Originated in the Bay Area, this is an internationally known Internet radio station broadcasting 24 hours a day, with a DJ, and a live broadcast every Friday.

**Bambuser.com** Stream video live from your mobile to the web.

**Bandcamp.com** Publishing platform for musicians. Your fifth, fully geeked-out-Beatle, who keeps your website humming and lets you get back to making music.

**BandFarm.com** Allows you to make your own ecommerce site, sell your downloads, create a subscription fan club and manage your email marketing campaigns.

**BandPage.com** BandPage is a full-featured application that delivers an elegant and effective solution for musicians to give ready access to their music, to a global community of passionate fans.

**BandsIntown.com** Get local live music and concert recommendations for your town. View any artist's tour dates and buy tickets from the cheapest ticket seller.

**BandSpaces.com** Professional design by custom MySpace designers.

**BandVista.com** Helps consumers book bands for parties by genre; get your band listed on this site so you have a chance to be booked for a party and make money. They have no charge for basic account set up, but charge for premiere services.

**Bandzoogleg.com** Build a band website in minutes, no web design skills needed. Sell music and band merch with no fees and grow your fan base.

**BeatPort.com** BeatPort is the largest music store for DJs in the world. BeatPort offers music in premium digital formats and provides unique music discovery tools created for and by DJs.

**Beggars.com** Beggars Group is a British record company that owns or distributes other labels, including 4AD, Rough Trade Records, Matador Records and XL Recordings.

**BelieveDigital.com** Leading digital distributor of independent artists and labels in Europe.

**Beoplay.com** B&O PLAY is about enabling people to enjoy quality music wherever they are and building appreciation for great sound and music.

**BetterPropaganda.com** A music webzine covering hundreds of music labels and offering thousands of free and legal songs for you to download.

**Bigchampagne.com** A technology-driven media measurement company that produces timely and accurate information on consumer demand, particularly helpful in today's music industry environment.

**Bitcount.com** Their Cleartune app helps tune any musical instrument using your iPhone or android's microphone. \$1.99

**Bit.ly** A URL shortener that allows you to track the links you share in real time; useful for Twitter posts and a complete history of your bit.ly links with analytics are saved for you.

**BlastMedia.com** Whether it's through editorial print coverage or communicating directly on Twitter, BlastMedia is a company that exposes more customers to your message in the right place, at the right time.

**BMG.com** BMG is an international group of music companies focused on the management of music rights. BMG covers the entire range of rights administration, development and funding of new master recordings and exploitation worldwide, placing the needs of songwriters and artists at the core of its business model.

**Bmat.com** (Barcelona Music & Audio Technologies) Developing technology that utilizes expertise in music and audio technology, offering solutions for music discovery, musical entertainment and music copyright detection.  
**brownPapertickets.com** A low commission ticketing solution for any of your shows and events that donates at least 5% of their profits to charity.

**Bmi.com** Broadcast Music, Inc. is one of three United States performing rights organizations. It collects license fees on behalf of songwriters, composers, and music publishers and distributes them as royalties to those members whose works have been performed.

## C

**CafePress.com** Custom merchandise on demand.

**Caroline.com** Caroline distributes 90 labels including Century Media, Arts & Crafts, Mute, Hopeless, Season of Mist and Stones Throw, among others. The company is currently part of the Capitol Music Group.

**Capitolrecords.com** Capitol Records is a major American record label that is a part of the Capitol Music Group and is a wholly owned subsidiary of the Universal Music Group.

**CatapultDistribution.com** Offers a service to get your music to all top digital music stores such as iTunes, Rhapsody, Napster, eMusic, Amazonmp3 and more. The cost is \$25 setup fee per album and artists and labels receive 91% to 95% of the payments received from the various digital stores. They have over 4 million tracks delivered. They have thousands of artists and labels they have distributed.

**ThecbP.com** The Cardboard Box Project: one stop merch solutions from design to production to delivery.

**Cellfishmedia.com** The leading digital publisher of innovative content and applications.

**CDbaby.com** CD Baby is the largest online distributor of independent music. They provide both digital and physical distribution.

**Chime.com** Chime Interactive provides digital strategy services, web site technologies and design, and video and multimedia production.

**Clearchannel.com** With 850 stations, Clear Channel is the largest radio station group owner in the United States, both by number of stations and by revenue. The 850 stations reach more than 110 million listeners every week, and 237 million every month.

**ThecloudPlayer.com** Web-based music player that accesses all tracks from SoundCloud and allows you to share playlists with friends.

**CMW.net** Now in its 28th year, Canadian Music Week is the single longest running and premiere conference focusing on the business of music, bringing together sound recording, new technology and broadcast.

**Columbiarecords.com** Columbia Records is an American record label, owned by Sony Music Entertainment, operating under the Columbia Music Group.

**Theconnexion.com** Runs e-stores for musicians

including fulfillment, downloads, ringtones, e-list management, e-marketing and more.

**CreateSpace.com** A member of the Amazon group of companies provides one of the easiest and most economical ways to self-distribute your music in CD and mp3 formats on Amazon.com and other channels. There is no membership or album set-up fee. They produce CDs when customers order them.

**CreativeDigitalMusic.com** Creative Digital Music is a music production studio in Fair Haven, N.J., owned and operated by composer/producer Jim Josselyn.

**CubePasses.com** Security credentials and backstage passes for music concerts, such as laminates, satin passes, luggage tags, wristbands and more.

## D

**Dashgo.com** Allows artists, labels and content owners to distribute, promote and market content across digital store social sites and tastemaker blogs, then track the results.

**Datpiff.com** Datpiff is a site to download and upload music.

**Del.icio.us** A social bookmarking website that lets you store links to your favorite articles, blogs, music, reviews, recipes and more. You can access them from any computer and share what you bookmark with friends and fans.

**nyc.theDeliMagazine.com** The Deli Magazine is a daily updated website covering 11 local U.S. music scenes (thus far: NYC, L.A., Seattle, Nashville, Chicago, San Francisco Bay Area, Portland, Austin, Philly through 11 dedicated, separate blogs.

**Digg.com** All about user-powered content. Everything is submitted and voted on by the Digg community. Share, discover, bookmark and promote stuff that's important to you. Show bloggers and site owners you appreciate their posts and participate by using Digg.

**DiscMakers.com** A full-service CD replicator, providing short-run CD duplication. CD duplicators, CD printers and affordable blank CDs. Everything is done in house: from glass mastering and replication to printing, packaging and poly wrap. They also offer authoring, encoding, graphic design and menu design services.

**DI-Why.com** A music marketing company serving

independent music artists on various marketing tools, including email marketing, social media, web design and strategy.

**DJtimes.com** DJ Times is a professional DJ magazine that specializes in directing DJs with their careers in fields that include nightclub work, mobile work and remixing or producing music. The site presents interviews and features on top DJs, money-making tips, application-based product stories and reviews, new product releases and information, plus DJ industry-related news.

**DMX.com** Music and sensory experiences for commercial environments. The first music service to license and program original artist music. DMX has rigorously researched and tested the effects of music, video, messaging and scent on human behavior.

**DowntownMusic.com** Downtown Music, LLC is an independently owned company, which operates Downtown Records, Downtown Music Publishing, Downtown Music Services (Licensing Group).

**Drinkarizona.com** Arizona Beverages is a producer of various flavors of iced tea, juice cocktails and energy drinks from the United States, based in Woodbury, New York

**Dropcards.com** A leading provider of integrated download card solutions for the entertainment industry.

## E

**Earthbirdcreative.com** Earth Birth Creative builds websites, manages online communities, releases music, launches viral marketing campaigns, etc. to support electronic artists seeking to self-publish or achieve growth in their careers.

**theEchonest.com** The Echo Nest is a music intelligence company. They develop music search, personalization and interactive applications on top of a platform that automatically reads about and listens to the entire world of music.

**Emusic.com** eMusic is a unique discovery-and-download destination for music enthusiasts.

**Epicrecords.com** An American record label, owned by Sony Music Entertainment. Though it was originally conceived as a jazz imprint, it has since expanded to represent various genres with artists such as Avril Lavigne and The Fray.

**Epitaph.com** Epitaph is an independent Rock label.

**Epitonic.com** A large selection of free tracks from smaller record companies that are free to download with larger releases available for purchase.

**Eventful.com** Enables its community of users to discover, promote, share and create events. Eventful's community of users selects from nearly 4 million events taking place in local markets throughout the world. Demand artists to play in your town.

**Eventric.com** Eventric is a provider of software and online services for the professional live entertainment industry. Eventric's solutions promote connectivity, community and competency, making the production of live events more profitable and effective.

**Evolver.com** Offers consulting and marketing services to labels and bands in addition to teaching clients how to effectively use the Internet to their advantage. Eyes and Ears Entertainment A creative company that specializes in digital communication.

## F

**Facebook.com** If Facebook were a country it would be the 4th largest in the world. It already has almost 300 million users (and a million more sign up each day). An artist should have a fan page as well as a personal page.

**theFader.com** Online version of New York-based music/culture/ fashion magazine that covers hip-hop, reggae, independent rock, pop and dance music from around the world.

**Famehouse.net** is a digital marketing company that takes "digital" off of the plate of the manager and artist.

**FameWizard.com** An artist career development company that assists artists in exposure, education and compensation in today's music industry. The company offers one-on-one training with coaches and competitions for artists to showcase their talent.

**Fanbridge.com** Free email and mobile fan list

management solutions designed specifically for bands and musicians.

**FanDistro.com** Offers a service that helps you sell your music via fans/friends who become your partner as they earn 20% commission when they sell your music – mp3s or physical CDs.

**FanMailMarketing.com** Helps companies find their fans, know their fans and reach their fans with communication technologies to engage, grow and manage multiple fan bases through email, SMS and voice. They offer permission-based, direct-to-fan marketing tools, support services, proven marketing strategy and account management programs.

**FanMangager.net** Music and entertainment marketing company that utilizes passionate fans and the next generation of marketing tools to build your brand.

**Filtercreativgroup.com** A cutting edge and passionate marketing team that artists, managers and labels can turn to support getting their music heard, in the spirit of true partnership.

**FirstInService.com** Provides service in the travel industry to professional athletes, photographers, fashion icons, CEOs and the music industry.

**FizzKicks.com** Create your own custom music cards (like credit cards) to sell to your fans to download anywhere. Costs less to make than CDs and takes up less room to bring and sell on tour.

**FlavorPill.com** Worthwhile events happening in New York City, Los Angeles, San Francisco, Chicago and London, with more cities on the way.

**Flickr.com** A wonderful online photo management and sharing application. Take photos and group them any way you want. Tag them and share on your blog and on Facebook with a few clicks. Bonus: Flickr will keep photos safe from crashes.

**FolkAlliance.com** Since 1989, Folk Alliance has served as the headquarters for Folk Music and Dance, with over 2,000 members worldwide and an annual conference that is one of the five largest music conferences in North America.

**FolkWays.si.edu** Smithsonian Folkways is the nonprofit record label of the Smithsonian Institution.

**FoundersFund.com** Founders Fund is a San Francisco-

based venture capital investment firm.

**FriendlyMusic.com** Rumblefish's brand new music licensing store makes licensing music for any project as easy as listen, license and download. Real music that's easy to license and 100% pre-cleared for any use.

**Forthewinmedia.com** A digital strategy agency that specializes in content creation, social media and many other emerging outlets.

**Foxrothschild.com** Fox Rothschild LLP is a national law firm with more than 500 attorneys practicing in 17 offices coast to coast. Lawyers at the firm provide a full range of legal services to public and private companies – from family-run businesses to multinational corporations.

**Fundacionautor.org** Fundación Autor was created in 1997 to pursue social, welfare and promotional activities in divulging the repertoire of members of the General Society of Authors and Publishers (SGAE) throughout Spain and Latin America.

## G

**GatewayMastering.com** Gateway Mastering is a world-class recording studio on the coast of Maine.

**Gibson.com** Founded in 1894 in Kalamazoo, Michigan, and headquartered in Nashville since 1984, Gibson is known worldwide for producing classic models in every major style of fretted instrument, including acoustic and electric guitars, mandolins and banjos.

**GigMasters.com** This site will help you book gigs locally or across the U.S. They book shows at private parties to weddings, to corporate functions.

**Gold-mobile.com** Gold Mobile provides solutions that accelerate customer engagement, drive transactions, and reward your most loyal customers.

**Gracenote.com** Formerly CDDB (Compact Discs Data Base), GraceNote is a company that maintains and licenses an Internet-accessible database containing information about the contents of audio compact discs and vinyl records. It provides software and metadata to businesses that enable their customers to manage and search digital media.

**GrayV.com** Gray V is a boutique background music service, providing compelling background music service

that has, through word of mouth, attracted some of the world's best hotels, restaurants and retail operations.

**Guitarcenter.com** Offers great deals on guitars and other musical instruments, including bass guitars, keyboards and amplifiers.

## H

**HDtracks.com** HDtracks is the premiere online music store for audiophiles who demand the best sounding music. Customers can access to the largest online library of DRM-free CD and DVD-Audio quality downloads.

**HelloMusic.com** Hello Music is a marketplace provides best deals on guitars, keyboards, amps, basses & recording studios.

**HipDigital.com** Hip Digital is the leader in promotional marketing technology that enables brands to increase sales, engage consumers and provide buyer analytics, by using premium digital content rewards such as music, movies, mobile apps, eBooks and virtual goods. Customers include Fortune 500 companies with programs that reach over 100 million consumers worldwide. Hip's flagship technology, The Digital Music Engine (DME), is a web-based cloud service that provides customers access to Hip Digital's catalog without the responsibility of managing such a comprehensive catalog.

## J

**JakPrints.com** Jakprints is your friend in the print industry with high-quality, affordable, eco-friendly products in Full Color Printing; Label and Sticker Printing; Embroidery and Apparel Printing; and Large Format or Banner Printing.

**Jambase.com** JamBase is the premiere location for live music, concert tickets and concert information. JamBase exists to connect music fans everywhere with the music they love. It is deeply committed to supporting and growing the live music community.

**Jango.com** Streaming radio with a social networking dynamic. Provides the option to add friends and listen to their playlists or tune into their stream whenever you like. Build a station and see who is listening in. You can pay to associate your music with others artists.

**Justin.tv** Justin.tv is the easiest way to freely create and share live video. Users can browse thousands of premium broadcasters on Justin.tv streaming their News, Radio, Entertainment, Animals, Sports, and personal Social channels with millions of viewers simultaneously.

## K

**Karencivil.com** KarenCivil.com is a site dedicated to readers' every need with an industry insider look into hip hop.

**KickStarter.com** A new way to fund and follow creativity.

**Killthe8.com** Canada-based Kill The 8 offers cutting edge online services, handling all of your e-commerce needs. Design and develop individual custom online stores based on the artist's existing website, creating a connection to the secure store page.

**KingsOfAr.com** Kings of A&R is a music industry site where fresh new faces get discovered. Kings of A&R has featured hundreds of artists worldwide that landed licensing deals, endorsements, publishing deals, and major record deals with companies.

**Kiqstartmusic.com** Is an artist management company based in New York and Chicago that brings experience in management, booking, PR, marketing, concert promotion, sponsorship and publishing.

**Kollector.com** Kollector.com is an automatic tracking online service of audio works. Kollector informs you when and where your songs are broadcasted on radio stations all over the world.

## L

**Last.fm** U.K.-based Internet radio competitor to Pandora owned by CBS. Users can create custom radio stations and playlists from any of the audio tracks in Last.fm's music library and are able to listen to some individual tracks on-demand, or download tracks if the rights holder has previously authorized.

**LegalZoom.com** Online legal document preparation services for estate planning, trademarks, corporations and others.

**LinkedIn.com** A business-oriented networking site. As a professional artist you need to be making serious contacts to advance your career. Connect with millions of users, spanning 200+ industries, join networks and ask and answer burning questions.

**Live365.com** Internet Radio Network - Listen to thousands of internet radio stations featuring online music in every style, including hip hop, jazz, new age, rock, classical, oldies, and more.

**Loudfeed.com** Helps you create drag-and-drop websites, promotional custom-branded widgets with built-in shopping carts, sales players embeddable in social networks and custom-designed storefronts.

## M

**MakerStudios.com** MakerStudio is a media company that bridges the gap between YouTube and television.

**Mashable.com** Social media news blog covering cool new websites and social networks: Facebook, Google, Twitter, MySpace and You Tube.

**Mailchimp.com** MailChimp helps you design email newsletters, share them on social networks, integrate with services you already use and track your results. It's like your own personal publishing platform.

**McgheelA.com** McGhee Entertainment is an independent entertainment company.

**Mediabase.com** Uses proprietary digital fingerprinting and watermarking technology to monitor and measure music and advertisement airplay on more than 2,500, non-commercial and commercial radio stations in over 150 U.S. markets, real time, 24/7.

**Midomi.com** The ultimate music search tool because it is powered by your voice. Sing, hum or whistle to instantly find your favorite music and connect with a

community that shares your musical interests.

**MirrorNYC.com** Mirror NYC is a strategic communications company that offers clients a full-service experience with five integrated business models: print, create, social, green and nonprofit.

**Misodigital.com** Its goal is to empower artists and provide them with valuable tools and resources to create meaningful, long-lasting relationships with their fans.

**Missingpiecegroup.com** Is an advocate for artists and labels, maximizing exposure, sales and career development.

**MixMatters.com** A website for the serious DJ that features current news, videos and featured artists, a DJ directory and more.

**Mixmeister.com** Their MixMeister Scratch is an innovative DJ Scratch tool for iPhones that lets you scratch anywhere and anytime for free.

**Mndigital.com** MediaNet has been working for over a decade with the world's leading major labels and thousands of independent labels to give you access to some of the most extensive music catalogs covering multiple content distribution territories.

**Mobbbase.com** A new service that artists can use to build their own iPhone and Android apps for as little as \$0.50 a day. MobBase apps are completely customizable with respect to look and features and enable artists to share music, news, photos, videos, tweets, tour dates and other prized "insider" information with fans, in real time.

**Mobileroadie.com** In need of a basic app? Over 100 artist and music-related services have apps in Apple's App Store using Mobile Roadies's technology that charges a \$500 setup fee and \$29 for monthly hosting.

**Modala.com** Offers a complete set of digital strategy, marketing, distribution and production services to creative brands.

**Modlife.com** Connects fans with bands, artists and personalities using live video broadcasts, text messaging, video blogs, mobile updating and Twitter feeds. Modlife's goal is to reward loyal fans and create a new revenue stream for content creators through a high level of interactivity between artist and fans.

**Mog.com** Find, play and share music from your computer or mobile device. \$4.99-\$9.99/month

**Moocowmusic.com** Band is an app developed to create music from scratch using virtual instruments. \$3.99

**moozar.com** Moozar provides "reward" links to artists so everyone who enjoys their songs can freely "reward" to support.

**Mozes.com** Build your own mobile broadcast list and send messages to your fans.

**themusebox.net** helps build stronger brands by emphasizing brand strategy and tastemaker marketing, utilizing media connections, designing unique promotions, etc.

**Music.us** The exclusive, global, community-based Top-Level Domain (TLD) name that gives music entities and the music community a unique identity online and avalidated industry standard for official music websites.

**MusicAlley.com** A pod-safe music network where registered podcast producers can download music to include on their shows. Create a profile and watch Podcasters as they download and add your tracks to their shows.

**MusiciansAtlas.com** Music Resource Group MRG creates resources, interactive tools and programs for all members of the independent music community.

**Musicbusinesstoolbox.com** A complete guide for musicians to start their own record company or an independent music label and manage them.

**Musicchoice.com** Music Choice is an American company that programs music and produces music-related content for digital cable TV, mobile phones, and cable modem subscribers in the United States.

**Musicconnection.com** Music Connection is a monthly US-based music-trade magazine, published since 1977.[2] It caters to career-minded musicians, songwriters, recording artists and assorted music-industry support personnel.

**MusicDish.net** Through its extensive online presence, MusicDish provides artists with an edge over the ever-prevalent competition the music industry entails.

**Musichelp.se** Musichelp is a service company for the music industry in Scandinavia. We have both physical distribution and digital distribution, PR, graphic design, CD printing and much more.

**Musiciancoaching.com** Rick Goetz is a musician coach and consultant by way of a 15-year career as an A&R executive at Atlantic and Elektra Records, musician and music supervisor. The website provides music business guidance and artist development services to artists and executives at any stage in their careers.

**MusicgeekServices.com** Music Geek Services is an artist services company based in Chicago and Nashville. They specialize in helping artists achieve deeper connections with their fans through digital media.

**Musickickup.com** Building tools for Artists to thrive, and succeed. To commercially release any and everything they create through the label - digitally and physically. To concentrate in what matters - music.

**MusicMetric.com** Gain insight into global music trends. Target campaigns to territories, demographics, musical styles and more with Musicmetric Custom Reports.

**MusicPhonebook.com** Has 10,000 live music clubs and venue with key contacts to use for booking gigs. The cost is \$39.95.

**MusicProInsurance.com** Company that insures everything music-related, including musicians, studios, special events, tours and more.

**Musicregistry.com** We have been publishing contact directories for the Music Industry since 1992 – that’s all we do to make sure you have the best contact information available for the people you need to reach in the Music Industry.

**Musipedia.org** Searchable, editable and expandable collection of tunes, melodies and musical themes.

**Musicxray.com** Submit your songs to music producers, publishers, supervisors and managers for marketing, music licensing, label roster, publishing, distribution and more.

**Muzu.tv** Watch official music videos, documentaries, TV shows, interviews, behind the scenes, tutorials and loads of exclusive and rare footage. Revenue share with indie artists.

**MVbmusic.com** MBV is an online music website that offers original material, including free and legal streams and downloads, videos, music-related art, music news, commentary and discussions.

**MySpace.com** Offers an ever-growing catalog of freely streamable audio and video content, user-friendly e-commerce solutions, personal music players and user and artist playlists, aiming to empower artists to monetize their content through multiple revenue streams.

**MyWerx.com** Beta site allows creators and their representatives to register, validate and protect their work.

## N

**NewMusicTipSheet.com** New music website with tour data, reviews, mp3s and music blogs.

**NextbigSound.com** Online music analytics and insights.

**Nimbit.com** D2F platform that easily integrates sales, marketing and management activities in one place. Build your fan base, create compelling offers, engage your fans and sell direct through custom storefronts.

**Ning.com** An online service to create, customize and share your own social network.

**Nomineedesign.com** Founded in 2010 to provide high-caliber creative work to clients around the world, specializing in logo and brand development and design services.

**NYEASI.org** The Entertainment, Arts and Sports Law section of the New York State Bar Association (NYSBA) strives to meet the increasingly specialized and sophisticated membership by providing the best programs and scholarly publications, as well as by fulfilling its role as advocate for its members’ interests.

## O

**Official.fm** Do-it-yourself music company developing services to host, manage, publish, license, distribute, sell, analyze and create widgets and players for music files in the new digital ecosystem.

**Om-records.com** Om is a San Francisco-based music and lifestyle company.

**Omira.com** is a premiere consulting, development and marketing agency for new media entertainment.

**Onlinegigs.com** Automates and manages your gig booking, promotional and administrative needs.

**OpenDisc.net** Once placed in a computer, the Opendisc CD allows you to create a unique link with your favorite artist via an interactive dialog. Turns your CD into a tool to connect with fans.

**theOrchard.com** Delivers to the leading online and mobile digital retailers throughout the world: over 400 and counting. They acquired TVT and now sell physical as well.

**OurStage.com** OurStage is the only democratic competition where the fans decide who's the best in emerging entertainment. Fans have the real voice because our patent-pending judging system eliminates cheaters, and there is \$25,000 monthly prize money.

## P

**Pandora.com** Pandora Internet Radio is an automated music recommendation service and "custodian" of the Music Genome Project.

**PasteMagazine.com** New music, movies, TV, books and more.

**Payloadz.com** Will help you sell your music online in their own store.

**PitchEngine.com** Helps you build and share Social Media Releases for free. Social Media Releases engage reader with multimedia content shared via your social networks like Facebook and Twitter.

**Planetwaves.com** Their Chordmaster is a great app for music lovers. It presents a huge library of more than 7,800 guitar chords at your disposal. \$1.99

**Play.google.com** Provides your favorite music, books, movies, apps and games all in one place that's accessible from the Web and any Android device. Stores up to 20,000 songs from your own collection and sync them to your mobile phone and access them from your web browser.

**Playlist.com** Project Playlist's purpose is to help you find and enjoy music legally throughout the web in the same way that other search engines help you find webpages, images and other media. Allows sharing of playlists and has met some controversy.

**Pledgemusic.com** PledgeMusic is an online Direct-to-Fan / Fan-funded music platform (a subset of crowdfunding) utilising a Threshold Pledge System / Provision Point Mechanism.

**Iconinteractive.com** a full-service interactive agency of designers, artists, programmers, strategic planners and musicians who collaborate and create inspirational answers.

**PromoJam.com** Building online Twitter promotions has never been easier.

**PSbMgmt.com** A full-service business management firm based in New York City, providing services to clients in the fields of music, TV & film, theater, sports, fashion, literature, the fine arts and other creative endeavors.

**PublishMyMusic.com** Offers to create an artist account and let you upload your music in mp3 format. This site is spidered regularly by search engines.

## Q

**Qello.com** Works with leading media companies, artists and creative entities, carving out new digital syndication channels and providing thousands of hours of HD concert and music film programming.

## R

**Radarmusicvideos.com** A revolutionary online network that enables record labels and DIY artists to find and commission affordable music videos from director talent worldwide.

**Rcarecords.com** RCA Records is a Division of Sony Music Entertainment. RCA includes a diverse roster of internationally renowned artists representing all genres of music including Justin Timberlake, P!nk, Alicia

Keys, Britney Spears, Foo Fighters, Kelly Clarkson, Usher, Kings Of Leon, and many more.

**reapandsow.com** A collection of music industry professionals dedicated to enabling rights-holders to successfully promote and distribute digital music. Helps artists cultivate their best work and reap the benefits of planting their music in the minds, desktops and listening devices of the people who need to hear it. Reapandsow is the artists' advocate in the digital space.

**Redmusic.com** RED, an award-winning division of Sony Music Entertainment, headquartered in New York City, is widely recognized as the industry leader in music distribution and artist development.

**Republicrecords.com** Republic is home to an all-star roster of multi-platinum, award-winning legends and superstar artists such as 3 Doors Down, Amy Winehouse, Black Sabbath, Colbie Caillat, Eddie Vedder, Enrique Iglesias, Florence + the Machine, and more.

**ReverbNation.com** A complete solution for fan management, promotion, distribution, direct-to-fan commerce and analytics. ReverbNation is laser-focused on the artist and it is this unique perspective that has made them successful. Some of the marketing tools that are available to every artist include: fan relationship management system, Facebook marketing, widgets and banners, electronic press kits, profile syncing, street teams, SiteBuilder, direct-to-fan commerce, digital distribution and Fan360.

**Rhapsody.com** Rhapsody is the number-one premium subscription music service, with more than one million members, who can listen to more than 16 million tracks on more than 70 consumer electronics devices

**RJDJ.me** Website for creating applications for music-creation.

**RocketHub.com** RocketHub is a grassroots crowd-funding community for Creatives by Creatives, supporting a DIY-ethos. Creatives are able to present

projects and market them to fans and friends, who in turn can make donations to fund its launch.

**Rocketsciencemarketing.com** A Detroit-based marketing and creative services agency that helps B2C and B2B companies increase sales.

**Rockridgemarketing.com** A boutique new media marketing company that specializes in interactive marketing, media planning and design services.

**Ross-Ellis.com** Transcontinental Ross-Ellis is a North American leader in producing innovative and value-added packaging solutions for the entertainment industries.

**royaltyShare.com** Offers artist and publisher mechanical royalty services and is a worldwide leader in web-based royalty processing solutions.

## S

**Sabian.com** Modern, innovative cymbal maker with traditional roots that combine expertise and craftsmanship with creative vision to design award-winning cymbals.

**Sandboxdev.com** Sandbox Development and Consulting Inc. is an independent development consulting company based in the Chicago area. They specialize in web development and user interface design.

**Saymedia.com** A digital media company that engages people with unique content creation.

**Section101.com** Section 101's mission is to provide clients with simple and effective solutions to manage and maximize their online presence.

**SelectableMedia.com** Video widget. Once fans embed your video player, you can learn who they are and keep them engaged. With our permission-based marketing platform, you can dynamically message fans and add new content on the fly.

**SennheiserUSA.com** For more than 60 years, the name Sennheiser has been synonymous with top-quality products and tailor-made complete solutions for every aspect of the recording, transmission and reproduction of sound.

**Sesac.com** SESAC, Inc. is a performing rights organization, designed to represent songwriters and publishers and their right to be compensated for having their music performed in public.

**Shakeandhowdy.com** Provides a full range of marketing and creative services to the entertainment industry: bands, artists, managers, labels, festivals and other performing arts organizations.

**Shazam.com** Music discovery engine. Hold your phone up to the speaker if you don't know what song is playing and Shazam will tell you what it is.

**Shoutcrowd.com** A software-as-a-service company that creates digital marketing tools for social media websites such as videos, coupons, banner images and discounts that are meant to be passed on peer-to-peer.

**Shozu.com** Creates technology to transfer content from your phone directly to as many as 30 content sharing sites, including YouTube, Facebook and Flickr.

**Sideways-media.com** Sideways Media is an online marketing company that leverages web 2.0 technologies to enable artists to connect to and engage their fans.

**Simfy.com** is a music subscription service available in Germany, Austria, Switzerland and Belgium.

**SingerExpress.com** A place where singers and producers connect. It is a powerful, custom-designed, searchable database where producers can see, hear, communicate, negotiate rates and hire singers all in one convenient place.

**Singlikeyouspeak.com** How to sing made easy, simple, natural - Sing Like You Speak(TM) Voice Lessons Online from Expert New York City Vocal

Coach.

**theSixtyOne.com** Find your new favorite song in less than 5 minutes a day.

**Slacker.com** Slacker Personal Radio is the easiest way to create free radio stations. Listen anywhere to free personalized Internet radio stations playing your favorite music.

**SlicethePie.com** A financing platform for the music industry that enables new and established artists to raise money directly from their fans and investors.

**Smule.com** Developer behind music-creation applications like "Leaf Trombone" and "Ocarina" that allow users to create their own music.

**Socialoomph.com** Schedule your important marketing messages to go out at 12 p.m. EST so you never forget to tweet them. (Remember to include personal tweets in between; no one likes only marketing messages).

**SomaFM.com** Internet radio station with 20+ different stations, including Indie Pop Rocks and a station synced with NASA's astronaut feed.

**Sonicbids.com** Sonicbids is a website that helps bands get gigs and promoters book the right bands.

**Sonicliving.com** Save your list of artists and find out the next time any of them come to town. Also tells you what shows your friends are going to.

**SongcastMusic.com** Song Cast is a music distribution service that delivers independent music to the world's most popular download retailers, including iTunes, Amazon, Napster, Rhapsody, eMusic and more.

**Songclearance.com** Limelight is the simplest way to clear cover songs. Limelight is a one-stop, online toll to clear cover songs for digital downloads, physical

albums and ringtones. Customers can create an account and finalize their mechanical licensing within minutes. Reaching 100% of the publishing market and powered by RightsFlow's proprietary licensing, accounting and royalty payment technology platform. Limelight allows users to pay a small one-time fee rather than shelling out hundreds of dollars for expensive lawyers and costly administrator fees.

**Songhall.org** The Songwriters Hall of Fame holds workshops, showcases, and provides scholarships to promising artists to help develop new songwriting talent. New inductees are voted on annually.

**Songkick.com** Allows you to organize and track your favorite bands and track concerts and dates. Get instant tour dates from your music library.

**Song.ly** Helps you share music found on the web on Twitter.

**Songnumbers.com** Artists assign a phone number from the SongNumbers.com website that anyone with a cell phone can call, preview music and purchase that song.

**Songslnc.com** Allows you to sell your songs without vocals to songwriters all over the world who can create new songs and new royalty opportunities for you.

**Songtrust.com** An easy way for songwriters to collect royalties and register songs.

**SonyMusic.com** Sony Music Entertainment is a global recorded music company with a roster that includes a broad array of both local artists and international superstars.

**Sortednoise.com** Markets music and builds artist brands by connecting them to opportunities in TV shows, movies, video games, ads and trailers.

**getSoundAround.com** Sound Around is an iPhone application developer, specifically for musicians. Plans starts at \$14 per month.

**Soundcloud.com** The easiest way to move your music around the web, including stems.

**Soundctrl.com** SoundCtrl is a network of digital media professionals focused on advancing the music industry through the power of the social web.

**Soundexchange.com** SoundExchange is the non-profit digital performance rights organization that represents the entire digital music industry. SoundExchange collects digital performance royalties from satellite radio, Internet radio, cable TV music channels and pays that money to recording artists and master copyright owners.

**theSpellboundgroup.com** Provides strategic marketing and brand management services.

**Spinner.com** Spinner is an AOL music property, which bills itself "as the ultimate blog for free mp3s, free CD listening and discovering new artists."

**Spotify.com** Let Spotify bring you the right music for every mood and moment. The perfect songs for your workout, your night in, or your journey to work.

**Stagebloc.com** Stagebloc has built products and implemented services that help artists with many aspects of their careers.

**StereoFame.com** A game where you take the role of artist or label. Upload your music and possibly get more exposure.

**StyleSeat.com** Platform for stylists to manage and market their services to clients.

**Subwayrecords.com** A unique program that enables you to effortlessly create your own online music store. This complete e-commerce solution allows you to sell music from all of Subway Records' artists so you can immediately start earning money.

**SXSW.com** South by Southwest, based in Austin, Texas, since 1987, delivers conference and festival events for entertainment and related media industry

## T

**tagStrategic.com** A digital entertainment-consulting firm providing expert strategy, market intelligence, product ideation, business modeling and business development services to multinational companies and select emerging businesses.

**tenminutemedia.com** A design and development company that handles all things creative.

**terrorbird.com** A boutique music marketing company offering full-service publicity, non-commercial and college radio promotion, and sync licensing services.

**thornybleeder.com** A company that specializes in helping independent artists with distribution, management, press kits and many other aspects of their career.

**ticketFly.com** A next-generation ticketing and marketing company from the first folks to sell event tickets online.

**topSpinMedia.com** Gives artists the tools to manage their catalog and their fans, generate demand for their music and gather insights to improve performance.

**tuneIn.com** Listen to online radio, find streaming music radio and streaming talk radio with TuneIn. This is the best guide to every type of radio.

**tunecore.com** A music delivery and distribution service that gets artists' original music and even converts versions and record label releases up for sale online. Small setup and annual fee and no distribution charges.

**tuneSat.com** Service for tracking the use of and protecting your copyright music.

**twitPic.com** Lets you share photos you take with your mobile phone and post instantly to your Twitter account. This is a great way to share photos with little effort in seconds while on the go.

**twitter.com** A micro-blogging site that answers one simple question: What are you doing? You post your answers and share updates with followers. Think of a giant Facebook status update in the sky. Uses lists and searches Twitter.com and the lists feature connects you with others.

## U

**undertheradarMag.com** Official site for the indie music mag with web-exclusive interviews, photos, reviews, mp3s, videos, music, news and more.

**republic records** As a division of Universal Music Group, Universal Republic is home to a diverse array of superstar artists such as 3 Doors Down, Florence And The Machine and Gotye.

**us.7digital.com** A digital media company that sells downloadable music, video and ebooks. They also provide branded digital products for traditional media companies.

**uStream.tv** Broadcast video live to the world from a computer.

## W

**Watchitoo.com** Free real-time web conferencing platform you can access from anywhere to make it seem like you're in the same room.

**We7.com** (I get to: <http://www.blinkboxmusic.com/filtered/notAvailable>) Streaming music and Internet radio network.

**Websterhall.com** Webster Hall is North America's premiere nightclub and live music entertainment

venue. Located in New York City's famous East Village, it can easily be said that Webster Hall was the first modern nightclub and event space of its kind in America.

**WindishAgency.com** The Windish Agency is an independent booking agency.

**WinterMusicconference.com** It is one of the most publicized annual music gatherings in the world.

**Wmg.com** With its broad roster of new stars and legendary artists, Warner Music Group is home to a collection of the best-known record labels in the music industry.

**WolfgangsVault.com** Allows you to post for free your live music listing. Music fans can find your show when they type in concerts to see in their city. A great way to get exposure to new music fans.

**Wordpress.com** One of the easiest and most cost effective ways to build and maintain a website. It's a great bloggers platform as well.

**WorkmanEntertainment.com** Workman Entertainment and Public Relations delivers creativity, client relations and consistent, impressive results. Strength lies in positioning and branding corporate/entertainment entities and individuals.

**Music.Yahoo.com** is the provider of a variety of music services, including Internet radio, music videos, news, artist information, and original programming.

## Y

**Yamaha.com** Yamaha manufactures a complete line of musical instruments, professional audio products, customer-driven support products and computer-based products for both the amateur and professional markets.

**Youtube.com** is a video-sharing website that provides

a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small.

## Z

**Zaggle.org** A huge selection of custom merchandise you can get fast and on demand.

Create branded app and provide consulting services. These services include multimedia integration, App Store search optimization and customized promotional opportunities.

**ZMXMusic.com** ZMX Music is reinventing the sheet music industry. The direct-to-fan publishing system offers a better deal to everyone - musicians and consumers alike.



# Competitive Advantage

Music Xray, an online platform where artists submit their songs to industry professionals. Its technology, quant metrics, and predictive analytics help record executives and songwriters find each other. The tech tools allow good songs to bubble up to the top, as measured by what the industry execs tend to prefer...

...Music Xray is great for artists looking to sign a contract...

**Bloomberg  
Businessweek**

March 7, 2014

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# SITES & BLOGS

## A

**Allhiphop.com** All Hip-hop.com is an online media source for all things Hop-Hop.

**Blog.AllMusic.com** The All Music Blog provides the latest news and information about all things music.

**AlterthePress.com** Alter The Press is a music blog site that provides daily music news. Covering genres such as Rock, Hardcore, Emo, Pop-Punk, Punk, Hip Hop and many more. Also writes Album and Live Reviews & interviews.

**Antiquiet.com** Music news, reviews and interviews. Completely independent. Growing fast, rocking boats, pushing envelopes.

**AquariumDrunkard.com** An L.A.-based electric audio blog featuring daily music news, interviews, features, reviews, MP3 samples and podcasts. The Drunkard bridges the gap between contemporary indie with vintage garage, folk, country, New Orleans funk, R&B, soul and everything that falls in between.

**TheAquarian.com** The Aquarian Weekly provides interviews, reviews and news coverage of national and local music acts in the New York and New Jersey areas.

**ArjanWrites.com** Arjan Writes is a music blog for music news and information.

**Aurgasm.us** Aurgasm specializes in everything not under the American rock umbrella—music such as down tempo, folk, nu jazz, chanson, Scandinavian, jazz, Cuban, Brazilian, electro, soul, jump blues, bluegrass, film score and electronica.

**AwesomeTapesFromAfrica.com** Music review blog that features free mp3s of obscure African music.

## B

**BAGelRadio.com** Originated in the Bay Area, this internationally known Internet radio station broadcasts 24 hours a day, with live DJs and broadcasters.

**TheBayBridged.com** Fiscally sponsored non-profit org blog educating the public about the San Francisco indie music community and providing Bay Area musicians unique opportunities to receive public exposure. It also curates and promotes “The Bay Bridged Presents,” a monthly series of concerts.

**BeatCrave.com** Passionate About Music, bringing breaking news and new song releases on a daily basis. Exclusive interviews, reviews and giveaways.

**BeatElectric.blogspot.com** Disco, electronica, dance and funk blog that explores and introduces new music, whether from vintage vinyl or a new release.

**Bebo.com** Bebo provides an open, engaging and fun environment that empowers a new generation to discover, connect and express themselves.

**BerkeleyPlaceBlog.com** Mostly music-related content but also about movies, electronics, current events, an occasional “Picture of the Day.”

**BetterPropaganda.com** Free indie mp3 download website with reviews and recommendations, as well as music industry news.

**Billboard.com** Billboard is the world’s premier weekly music publication and diverse digital, events, brand, content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends.

**Billboard.biz** A 24/7 extension of Billboard magazine, delivering breaking news, insight and analysis on the music and entertainment industries, all of the articles printed

in each week's magazine, a database of Billboard chart archives.

**BluegrassMusicNews.net** The Bluegrass Music News Network is an extension of Cybergrass. Official bluegrass music news, reviews, announcements and information are posted daily here.

**BoogieWoogieFlu.blogspot.com** BoogieFoogieFlu is a blog for record collectors.

**TheBoot.com** The Boot is the web's top source for the latest in country music and bluegrass news, videos, songs, interviews and live performances from country's biggest stars.

**BrooklynVegan.com** An NYC-centric mostly music blog that focuses on reporting international music news, live show reviews, pictures, tour dates, gossip, tips, mp3s, videos and more.

**BuzzBands.la** Buzz Bands is a blog covering the L.A. music scene.

**BuzzGrinder.com** Buzz Grinder is an online music blog that offers music-related news and entertainment.

**hypem.com** mp3 weblog focusing on indie music with track, concert and album reviews.

## C

**CaptainsDead.com** Indie rock blog that covers new tunes reviews and live show details.

**ChromeWaves.net** One of the longest-running independent music weblogs focusing on Toronto, Canada and points abroad with news, reviews, commentary and concert photography.

**ClashMusic.com** Clash Music provides music features and interviews with bands, musicians and DJs.

**ConsequenceOfSound.net** Consequence of Sound is a worldly influenced music blog that seeks to cover the music world as it has never has been covered before. Features news, reviews, mp3s and festival outlook.

**CountryMusicTattleTale.com** Country Music Tattle Tale for all that is country music: artists, photos, music, videos, lyrics, gossip and entertainment news.

**CoverLayDown.com** Folk blog introducing folk covers of familiar songs.

**Createquity.com** Createquity is a blog for next-generation ideas on the role of the arts: a creative society.

## D

**DayTrotter.com** Free music from the finest independent bands.

**Destination-Out.com** An mp3 jazz blog focusing on rare or outof-print music, generally publishing once a week.

**Diddywah.blogspot.com** Diddywah is an mp3 blog preoccupied with rhythm & blues and rock & roll from the 50's and 60's.

**Different-Kitchen.com** Different Kitchen was one of the early pioneering sites to blog about hip-hop & culture at the advent of the mainstream blogging movement.

**DigitalMusicNews.com** The news and information authority for music and technology executives, attracting highly targeted decision-makers from every segment of the business.

**Disquiet.com** Contains articles, interviews, bibliography and web resources of interest to ambient and electronica music fans.

**DJrMXS.com** Free DJ mixes, DJ livesets and DJ remixes of electronic music like techno, electro, dance, hip-hop, minimal, lounge, tech-house, deep house, progressive house and trance.

**DrawUsLines.com** Good music for good people. Don't worry, we'll bet you find something you like here. Indie music reviews, concert review, album reviews, venue reviews, new artist bios.

**DrivenFarOff.com** Driven Far Off is a blog that offers alternative music news, reviews, photos, contests and more.

## E

**EachNoteSecure.com** Each Note Secure is a music blog that offers music-related news and information.

## F

**FanScape.com** Engages consumers and inspires word of mouth communication through social media marketing, blogger outreach, digital publicity and social network property management and services.

**FillesSourires.com** Music blog about French music, featuring mp3s and reviews.

**FilterMagazine.com** FILTER Magazine provides a music website with a blog, "The Good Music Guide," local listening parties and the influential magazine to help you discover your new favorite bands.

**FluoKids.blogspot.com** Eclectic French music blog covering many genres of music and regularly including mp3 downloads of remixes.

**FluxBlog.org** Fluxblog claims to be the very first MP3 blog. It was founded by Matthew Perpetua in 2002, and covers a wide range of musical genres.

**FreshNewTracks.com** Fresh New Tracks is a site dedicated to getting the newest music in electro, hip-hop, dubstep, house, reggae, mashed and rap tracks.

**FuelFriendsBlog.com** MP3 blog that aims to introduce and discover new artists and music.

**Funky16Corners.com** The Funky 16 Corners blog started in 2004 and focuses on funk and soul vinyl.

**blog.GACTV.com** GAC's News & Notes blog features the latest country music news, exclusive interviews with country artists and in-depth coverage of the latest music videos.

## G

**GlideMagazine.com/hiddentrack** Hidden Track provides a snarky look at the world of live music.

**GoodMusicAllDay.com** GoodMusicAllDay.com has a simple mission: to bring you the best legally free music in the world.

**GorillaVSBear.net** A Texas-based music blog. Once called "the New Yorker of hipster blogs," it blogs about

relevant artists of the day, with no particular genre-specific focus. Newsweek deemed it "influential."

**GrandGood.com** A hip-hop and rap blog featuring interviews, reviews and events calendar.

**GrimyGoods.com** Grimy Goods is Los Angeles' music source for the true music snob.

**GuitarInternational.com** Guitar International offers an array of news and information written by our top-notch columnists from the music industry.

## H

**HardrockHideout.com** Hard Rock Hideout is a music blog dedicated to hard rock, heavy metal and classic rock.

**HearYa.com** Indie blog about discovering new music. A community of fans that wants to see the music they love reach the ears of new friends and survive. Album reviews, daily mp3 downloads and live sessions.

**TheHipHopDemocrat.com** Hip Hop Democrat, Inc. is committed to educating, informing and entertaining fans of hip-hop and its culture and exposing its influence socially and economically.

**HipHopDx.com** HipHopDx brings you the latest in hip-hop news, album review, interviews, audio and more.

**HotBiscuits.wordpress.com** Hip-hop and dance music news and review blog featuring mp3s of the latest remixes.

**Hypebot.com** Hypebot provides daily news and commentary on the music industry and the technology and social media that drives it, for music industry professionals, DIY musicians and everyone that cares about music.

**Hypem.com** The Hype Machine is the best place to find music on the web. Every day, thousands of people around the world write about music they love, and it all ends up here.

## I

**Idolator.com** An influential pop, rap and rock music gossip blog.

**IGuessImFloating.blogspot.com** Rhode Island-based indie music news and mp3 blog.

**IHeartComix.com** Electronic, pop punk and dance music blog from the record label under the same name that is dedicated to challenging the music industry standard.

**IHrtN.com** I Heart Noise is an online music blog bringing you the latest in underground music: news, reviews, interviews and much more.

**IllRoots.com** illRoots is dedicated to hip-hop with the latest news, reviews and interviews.

**IndieHipHop.net** Delivers news and information that relates to the business of independent hip-hop.

**IndieRockCafe.com** IRC helps promote talented artists, bands and their labels by writing profiles, reviews and features, as well as publishing special playlists and mixes. IRC is one of the more well-known music sites where talented independent (and some mainstream) musicians and bands can get international exposure right away. This site is visited by tens of thousands of people a month from all over the world.

**IndieShuffle.com** Indie Shuffle is an indie music blog that covers indie rock, electronica, hip-hop, remixes, folk and more.

**Inklostro.com** Indie music blog in Italian.

**Invesp.com/blog-rank/Music** A site for a list of the top 50 music blogs.

## J

**JazzWax.com** Jazz Wax is a blog on jazz legends and legendary jazz recordings.

## K

**KBDRecords.com** Killed By Death Records is a blog kept in Sweden whose entries cover American and European punk music with candid album reviews, track listings, cover art and mp3 files.

**KeepTheCoffeeComing.wordpress.com** Although sometimes tangential, Keep the Coffee Coming is a great

folk music blog with reviews and song streams.

**blog.KEXP.org** KEXP blog is a music blog that specializes in music news for indie/alternative rock.

## L

**LargeHeartedBoy.com** Features daily free and legal music downloads as well as news from the worlds of music, literature and pop culture.

**LA-Story.com** LA-Story is about Southern California and Los Angeles as a lifestyle, state of mind and style center.

**LaughingSquid.com** Highlights interesting events in the Bay area (or stories around the country) to over 4 million dedicated readers. If you have a truly creative story to tell or an offbeat event, contact Laughing Squid.

**TheLavaLizard.com** The Lava Lizard is a platform for R&B, hip-hop and pop performers to thrive amid the rising tide of ringtone artists who continue to clog the airwaves.

**TheLineOfBestFit.com** Great indie music blog that features record reviews, news, gigs, interviews, features and videos.

**ListenMusicDaily.blogspot.com** Music Everyday posts new songs every day, along with the occasional post about other things relating to music. Great site if you want something new to listen to, or if you are just interested in music.

**LonelyNote.blogspot.com** The Lonely Note is a music blog dedicated to all things rock and pop.

## M

**MadDecent.com** Blog featuring hip-hop and dance remix news, audio clips and video.

**MetalInjection.net** Metal Injection is a heavy metal music blog.

**MetalSucks.net** Metal music blog that combines humor with album reviews, artist news and gossip.

**MetalUnderground.com** Underground heavy metal news, reviews, interviews, photos and more. Updated daily.

**Mojo4Music.com** Mojo is a popular music magazine.

**MotelDeMoka.com** Playlist audio blog that also narrates contributor's thoughts, connections and reasons behind the selections.

**Musformation.com** A wonderfully curated site that includes daily musician's news, tips on gear, songwriting and business from around the web.

**Music.MetaFilter.com** MetaFilter (MeFi) Music is a site for members to upload their own songs for others to enjoy and share. Logged-in members can enjoy downloads, playlists, favorites and podcasts of tags, playlists and specific users.

**MusicCityUnsigned.com** Music City Unsigned is a community of emerging artists who call Nashville home.

**MusicConnection.com** The Music Connection is a monthly music trade magazine publication that covers every aspect of the music industry. It has been examining and defining the realities of music-making since 1977.

**Musicdish.net** Through its extensive online presence, MusicDish provides artists with an edge over the ever-prevalent competition the music industry entails.

**MusicFeeds.com.au** All the latest music news, reviews and interviews from the under-reported world of independent and alternative music and the arts in Australia... and beyond.

**MusicForAnts.com** Music For Kids Who Can't Read Good is an mp3 blog that describes and reviews live shows and new album releases from the wide indie music genre.

**MusicIndustryBlog.wordpress.com** This is the blog of Mark Mulligan, where you will find opinion and insight on the music industry's often painful journey towards creating a new business around music.

**MusicsArt.ws** Music Is Art is beautifully designed visually. It not only focuses on excellent music, but on art, photography and writing and how they all intersect and inform the music.

**MusicNewsNet.com** MNN is a music blog that offers music industry news, new releases, concert & touring news and general rock/pop stuff.

**MusicPerk.com** Trending news, analysis, reviews, ratings and exclusive content for music.

**MusicThinkTank.com** Where the industry thinks out loud: posts from Ariel Hyatt (Ariel Publicity), Andrew Dubber (Dubber.com), Bob Baker (Mr Buzz Factor) and many other music industry thought leaders.

**MuuMuse.com** Musical delights and delightful musings. Indie pop, electro pop, bubblegum pop and all that's in between. Single, album and performance reviews kept 110% biased and always classy sassy.

**MyOldKYHome.blogspot.com** My Old Kentucky Blog (MOKB) is an Indianapolis-based blog, featuring mp3s, concert reviews, all with a sense of humor.

## N

**nahright.com** One of the top hip-hop blogs on the web.

**necolebitchie.com** Celebrity Gossip on the rocks. The latest in urban entertainment and celebrity gossip showcasing the rich, the famous and the almost famous.

**negroPhonic.com** Mudd Up! is a blog by Jace Clayton a.k.a. DJ /rupture. Writings on music, literature, culture, technology, plus surprises.

**neonlimelight.com** Shamelessly and unapologetically reporting on all things pop music with a celebrity blog twist.

**blog.thenext2Shine.com** The Next 2 Shine is an online portal for music artists and producers that wish to release their content to visitors across the globe.

**thenJunderground.com** New Jersey music and cultural news blog featuring release information, reviews, gossip and show alerts.

**noiseAddicts.com** Noise Addicts is a music and audio blog dedicated to people who are musicians, audio enthusiasts and people who love music or who love making music.

**nYctaper.com** A live music blog that offers a new paradigm of music distribution on the web. The recordings are offered for free on the site, as are the music posts, reviews and links to artist sites. All recordings are posted with artist permission or artists with an existing pro-taping policy.

## O

**ObscureSound.com** Started by a contributor to PopMatters, this blog has mp3s, band features, interviews and reviews, mostly from little-known bands.

**OnStageSuccess.com/category/tom-jackson-onstage** Tom Jackson's blog on making your live performance much better.

## P

**PalmsOut.net** Palms Out Sounds is a New York-based dance blog and label.

**PampelMoose.com** Pampelmoose is a music blog that covers online music distribution, technology, music reviews and includes free and legal mp3s to download.

**PanicManual.com** The Panic Manual is probably the first and only indie-tween-Britpop-rock, video game-movie-travel-food-gadget reviewing, Asian-centric-maritime-influenced Canadian blog on the web.

**PassionWeiss.com** Passion of the Weiss is a blog by L.A. writer/ critic Jeff Weiss reviewing the Southern California concert scene.

**PerfectPorridge.com** Perfect Porridge is a music blog that covers national and international music news and information.

**PigeonsAndPlanes.com** Pigeons and Planes is a place where you can keep up with good new music, whether mainstream hip-hop, indie rock or anything in between.

**PitchFork.com** Chicago-based daily Internet publication devoted to music criticism and commentary, music news and artist interviews.

**PollStar.com** The only trade publication covering the worldwide concert industry. Though skewed toward larger acts, Pollstar allows you to submit your upcoming concerts for potential posting on their site. They do not guarantee entry of dates submitted but will if time permits. The submission process is free.

**PopDose.com** Pop Dose is a pop culture blog suffering through the worst and best of music, movies, food and

books so that you don't have to.

**PopJustice.com** Pop Justice is an Internet media site dedicated to everything pop music.

**PopMatters.com** PopMatters is an international magazine of cultural criticism, covering all things pop culture with in-depth articles on cultural areas such as music, television, films, books, video games, sports, visual arts, travel and technology.

**PotholesInMyblog.com** Pot Holes in Music is a music blog for the latest in all music news, information and entertainment.

**PrefixMag.com** Prefix Magazine showcases an extensive catalog of exclusive interviews, reviews, mp3s, video and photo galleries.

**PrettyMuchAmazing.com** Pretty Much Amazing was started in 2007 and since has welcomed many other music geeks to spread the love and call the bullshit that is sprinkled throughout today's music.

**PureVolume.com** PureVolume is a website for the discovery and promotion of new music and emerging artists.

## R

**RapRadar.com** Rap Radar is a hip-hop related blog for news, information and entertainment.

**Rap-Up.com** Rap-Up is updated numerous times daily with the latest hip-hop and R&B news, new music, photos and videos.

**RavenSingsTheBlues.blogspot.com** Music and mp3 blog devoted to indie pop/rock, psych, folk and all forms of independent expression through music.

**RealTalkNY.uproxx.com** The latest hip-hop news, songs, pictures and videos.

**RedThreat.wordpress.com** Music, artwork and Chicago blog that covers indie music.

**TheRestIsNoise.com** The Rest is Noise is a blog by the music critic of "The New Yorker."

**rockInsider.com** L.A. music scene blog about the emerging indie artist scene. Some of the first bands

covered, such as the Silversun Pickups and Cold War Kids, show that this blog is a go-to for hearing about new talent.

**rockthedub.com** Rock the Dub is a music-related entertainment blog.

## S

**Saidthegramophone.com** A daily sampler of really good songs. All tracks are said to be posted out of love.

**Siriusbuzz.com** SiriusBuzz is a weblog dedicated to bringing readers in-depth coverage of Sirius XM satellite radio, its competitors and other emerging audio entertainment technology.

**Skatterbrain.org** Indiepop music blog that features reviews and mp3s.

**theSmokingnun.com** written by Billboard magazine veteran & entertainment journalist Chuck Taylor, it offers “pop culture with a saucy slant.” Covers music, celebrity, TV and movies, along with New York-centric events and photography... because the world is full of “Cool Shit,” “Funny Shit” and “Dumb Shit.”

**SmokingSection.uproxx.com** The ultimate hip-hop and remix lifestyle blog that features music news and events, fashion news, and sports updates.

**SomeVelvet.tumblr.com** Expansive genre music blog that covers music news, gossip, politics and a bit of everything else.

**SoMuchSilence.com** Indie music blog covering mostly rock, pop and hip-hop genres.

**Soul-Sides.com** Audio blog that includes sound files. Covers a wide range of genres including hip-hop, Latin, funk and soul.

**Starfrosch.ch** Starfrosch is a user-driven mp3 blog with podcasts. Users submit mp3s or videos and vote for favorites. The website lists “charts” based on favorites in the genres of ambient, electronica, D&B, house, jazz, trip-hop, reggae and more.

**Stereogum.com** Features music news, bands, mp3s, trends and gossip for its online community.

**StrappadoMetalblog.blogspot.com** Here you will find

rare and obscure demos, singles/EPs, out of print albums, compilations, unreleased recordings, videos and more in all kind of genres.

**StreetDose.com** Street Dose is a music blog that represents the current affairs of the hip-hop industry and community.

**blog.Suckapants.com** Suckapants is a Brooklyn-based photography and music blog. The photography, taken from various music and art events, is complemented by a daily song recommendation from all genres.

**Super45.net** Super 45 is a Spanish-language site dedicated to independent music providing interviews, articles and reviews.

**SwedesPlease.net** Swedesplease was the first daily mp3 blog devoted to Swedish music, particularly indie pop, electronica and twee.

## T

**this.bigStereo.net** Indie dance and party jam blog featuring music videos. Regular host of events and a record label for limited edition vinyl.

**thisIsFakeDIY.co.uk** Fake DIY sprouted in 2004 as a bedroom-run DIY set up covering music. DIY remains one of the most visited underground music sites in the U.K., and still has a firm grip on its roots.

**tokyohive.com** Tokyo Hive works day and night to deliver the latest breaking news, celebrity gossip, anime and manga, and stuff that’s more than a little wacky or weird from Japan.

**toneDeaf.com.au** Tone Deaf provides music fans around Australia with cutting edge, irreverent interactive music entertainment.

**toptenz.net** The Big Daddy Site of the Ultimate Top 10 Lists from a variety of topics and categories.

**trackSounds.blogspot.com** Track Sounds is a blog about information regarding covering movie, video game and television soundtracks.

**tuneage.tumblr.com** Tuneage aims to broaden your musical horizons, be it new music or music that is 40 years old.

**twangville.com** Twangville is a music blog for Americana, altcountry, indie, rock, folk and blues... or just about anything that features a guitar`

## U

**undomondo.com** An mp3 blog that supports and promotes music regardless of genres, periods and geography. Users can vote on reviews and give their own, bringing an interactive element to the blog.

**theurbanDaily.com** The Urban Daily provides music news, movie reviews and exclusive celebrity interviews from a black perspective.

## V

**Valeriecollective.com** A multimedia project formed by a group of DJs and producers that connects image with music. Aside from the blog, the collective also produce releases and host events. The blog is in both French and English.

**Vinylcollective.com** Vinyl collective record forum and blog. Read about upcoming vinyl records and discuss on the vinyl collective forum.

## W

**WavesAtnight.com** International dance music blog featuring artist interviews, live events news and new tracks reviews.

**Waxidermy.com** Vinyl review blog that covers a wide range of genres, based on contributors' collections.

**WelistenForYou.com** We Listen for You is a music blog. We act as a filter, listening to five new albums a day and pass onto the reader what we like... and what we don't.

**blog.WFMu.org** Freeform radio station WFMU out of Jersey City, N.J., offers mind-blowing mp3s, video oddities, news and commentary on obscure music.

**Whothell.net** Who The Bloody Hell Are They? is a music blog started by Jerry Soer and Dom Alessio in 2006 to document and archive the progress of Australian music.

**WiretotheEar.com** Wire to the Ear is a music blog that offers music-related news and information.

**theWorldForgot.com** A single-author popular, mostly indie mp3 blog.

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**theWorldForgot.com** A single-author popular, mostly indie mp3 blog.



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- ❤️ Fan Locations & Demographics

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# ORGANIZATIONS

## A

**A2IM.org** American Association of Independent Music is the independent music community's preeminent non-profit advocacy group and trade organization, representing over 225 music label members and 100 associate members. It serves a sector that comprises over 30% of the music industry's market share in the U.S.

**ACMCountry.com** Commonly referred to as the ACM, the Academy of Country Music is best known for throwing Country Music's Party of the Year, the annual nationally televised Academy of Country Music Awards. The awards show honors the best in the business, combining talents from Music City to Tinseltown in one star-studded event filled with new twists and longstanding country music traditions every year.

**AES.org** Audio Engineering Society is the leading professional association worldwide for professionals and students in the audio industry.

**AFM.org** The American Federation of Musicians of the United States and Canada is the largest organization in the world representing the interests of professional musicians.

**Musicindie.com** (AIM) The Association of Independent Music is a non-profit trade organization for independent music companies in the U.K. AIM

**ASCAP.com** The American Society of Composers, Authors and Publishers is a membership association of more than 435,000 U.S. composers, songwriters, lyricists and music publishers of every kind of music. Through agreements with affiliated international societies, ASCAP also represents hundreds of thousands of music creators worldwide. ASCAP protects the rights of its members by licensing and distributing royalties for the non-dramatic public performances of their copyrighted works.

**AmericanGuild.org** The American Guild of Music is the world's oldest international music organization. Its

membership is open to independent music teachers, music store owners and their teaching staffs, music publishers and instrument manufacturers and music students.

**ArtistsHouseMusic.org** Artist House Foundation is a non-profit music company dedicated to creating educational presentations in several areas, including instruction for performers.

## B

**BMI.com** Collects license fees on behalf of the more than 500,000 songwriters, composers and music publishers it represents and distributes those fees as royalties to members whose works are used.

## C

**Copyright.gov** U.S. Copyright Office is an office of public record for copyright registration and deposit of copyright material.

**CreativeMusicStudio.org** The Creative Music Foundation is a non-profit corporation, dedicated to the research of the power of music and sound and the elements common to all of the world's music forms.

**Ce.org** (CEA) The Consumer Electronics Association brings together 2,000 companies within the consumer technology industry. CEA produces the International CES, the world's largest consumer technology trade show. The CEA is the industry authority on market research and forecasts, consumer surveys, legislative and regulatory news, engineering standards, training resources and more.

## F

**Futureofmusic.org** The Future of Music Coalition is a National non-profit organization that works to ensure

a diverse musical culture where artists flourish, are compensated fairly for their work and where fans can find the music they want.

## G

**Grammy.com/Grammy365.com** In addition to producing the Grammy Awards, they support music industry professionals in a variety of ways, including Advocacy for the rights of music people, outreach programs and student initiatives such as the Grammy U program. They support singers, songwriters, engineers, producers, managers and a wide range of professionals working in the music industry.

## I

**Impalamusic.org** The Independent Music Companies Association's initiative grows the independent music sector, promotes cultural diversity and cultural entrepreneurship, improves political access and modernizes the perception of the music industry. It is an international non-profit organization with a scientific and artistic purpose. Impala has over 4,000 members, including top independents and national trade associations.

## M

**MediaCoalition.org** Media Coalition is an association that defends First Amendment rights to produce and sell books, movies, magazines, recordings, DVD's videotapes and video games, and defends the American public's First Amendment right to have access to the broadest possible range of opinion and entertainment.

**MEIEA.org** The Music and Entertainment Industry Educators Association (MEIEA) is an international organization that brings educators with music leaders to prepare students for careers in the industry.

**MerlinNetwork.org** Merlin Network is a non-profit organization charged with representing independent music companies in enhancing the commercial exploitation of their copyrights on a global basis.

**MMFUS.com** The Music Managers Forum is a non-profit organization formed in 1993 dedicated to advancing the rights of recording artists, music producers, DJs and music managers, through education, communication and

public policy work.

**MPA.org** The Music Publishers Association provides information about music publishing, copyright laws, editorial standards and the correct use of printed music. It also includes a guide to copyright searching.

**Music.org** The College Music Society promotes music teaching and learning, musical creativity and expression, research and dialogue, and diversity and interdisciplinary interaction.

## N

**NACA.org** National Association of Campus Activities: one way to reach college talent bookers. NACA's core purpose is to advance campus engagement. NACA believes that campus engagement is the development of community through student involvement with the university in experiences that contribute to student success and learning.

**NAMM.org** National Association of Music Merchants' mission is to strengthen the music products industry and promote the pleasures and benefits of making music.

**NARIP.com** The National Association of Record Industry Professional (NARIP) is the biggest music business network in the world, now reaching over 100,000+ around the world. Formed in 1998, NARIP brings together the brightest minds and leading innovators in the global record and music industries. It served to promote education, career advancement and good will among record executives.

**Musicbiz.org** The Music Business Association advances the promotion, marketing, distribution and sale of music and entertainment by providing its members with a forum for networking opportunities, information and educational tools.

**NMPA.org** National Music Publishers Association's mission is to protect, promote and advance the interests of music's creators. The NMPA is the voice of both small and large music publishers, the leading advocate for publishers and their songwriter partners in the nation's capital and in every area where publishers do business.

## P

**PRSformusic.com** Performing Right Society is the

United Kingdom's association of composers, songwriters and music publishers, administering performing rights in their music and promoting and protecting the value of copyright.

## R

**RIAA.com** The Recording Industry Association of America (RIAA) is a trade organization that represents recording industry distributors in the U.S.

## S

**SAG-AFTRA.org** SAG-AFTRA represents more than 160,000 actors, announcers, broadcasters, journalists, dancers, DJs, news writers, news editors, program hosts, puppeteers, recording artists, singers, stunt performers, voiceover artists and other media professionals.

**SESAC.com** As the fastest-growing performing rights organization in the U.S., SongsAlive.org SongsAlive! is a non-profit organization run by songwriters for songwriters, dedicated to the nurturing, support and promotion of songwriters and composers by providing opportunities for collaboration and creating awareness about original music.

**SOCAN.ca** The Society of Composers, Authors and Music Publishers of Canada is the Canadian copyright collective that administers the performing rights of more than 100,000 composer, author and music publisher members by licensing the use of their music in Canada.

**SongWriters.ca** A community of Canadian songwriters helping other songwriters to network, educate and participate in member events to develop new and creative business environments.

**SongWritersHallOfFame.org** The Songwriters Hall of Fame honors those whose work represents a spectrum of the most beloved songs from the world's popular music songbook.

**SoundExchange.com** SoundExchange is a non-profit performance rights organization that collects statutory royalties for streaming sound recordings. The Copyright Royalty Board has entrusted SoundExchange as the sole entity in the United States to collect and distribute these digital performance royalties on behalf of artists.

## W

**WomenInMusic.org** A dynamic group of music industry professionals working together to support, cultivate and recognize the talents of women. Through educational seminars, panels, networking events and showcases, our annual Touchstone Awards, and other gala events, they provide camaraderie and tools for advancement to hundreds of members at all stages of their careers.



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# **PART 5: SUPPORTING THE NEW MUSIC BUSINESS**

# NMS PARTNERS

## PRIME PARTNERS



Supporting, Protecting, and Propelling  
the Music Business Forward

### **SOUNDEXCHANGE**

SoundExchange is the independent nonprofit performance rights organization representing the entire recorded music industry. The organization collects statutory royalties on behalf of recording artists and master rights owners for the use of their content from satellite radio, Internet radio, cable TV music channels and other services that stream sound recordings. The Copyright Royalty Board, created by Congress, has entrusted SoundExchange as the only entity in the United States to collect and distribute these digital performance royalties from more than 2,000 services. SoundExchange has paid out nearly \$2 billion in royalties since its inception. For more information, visit [www.SoundExchange.com](http://www.SoundExchange.com) or [www.facebook.com/soundexchange](http://www.facebook.com/soundexchange).



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### **FOX ROTHSCHILD, LLC**

When you choose Fox Rothschild, you gain a legal advisor as dedicated to your success as you are.

With the personalized focus of a boutique entertainment firm, Fox attorneys have cultivated long-standing relationships with labels and creative executives and with today's leading talent, including those associated with many well-known and award-winning television programs, motion pictures and music releases.

Our attorneys are at the leading edge of the brand-building revolution taking place in the entertainment industry. We devise innovative and sophisticated strategies for celebrities and businesses to develop and capitalize their brands using a variety of delivery platforms and digital media outlets.

Our forward-thinking multiplatform vision for our clients, coupled with their talent and skill, has helped shape many careers and launch many businesses in entertainment — and enabled both to achieve new levels of success. Because our entertainment lawyers are backed by the resources of a national firm with nearly 600 attorneys and 19 offices nationwide, we offer complete legal resources to our clients under one roof.

### **BROADCAST MUSIC, INC. (BMI)**

Collects license fees on behalf of the more than 600,000 songwriters, composers and music publishers it represents and distributes those fees as royalties to members whose works have been publicly performed. BMI currently represents some more than 8.5 million compositions — a number that is constantly growing. As a result, BMI has, over the years, implemented a number of technological innovations in its continuing effort to gather the most accurate information available about where, when and how its members' compositions are played or performed, as well as ensuring that royalty payments are made in as precise and timely a manner as possible. BMI recently announced the official launch of its 75th anniversary celebration, declaring it the "Year of the Songwriter."

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# PARTNERS



## MUSICHELP

Musichelp is a service company for the music industry in Scandinavia. We have both physical distribution and digital distribution, PR, graphic design, CD printing and much more. We are also a record label, publishing company and a management. We have a long knowledge of working with brands to break music into the market. Musichelp has worked with brands like Intel, Coca Cola, GAP, BMW, Hilton Hotel, Conduit, Huawei and many more. [www.musichelp.se](http://www.musichelp.se)



## RCA RECORDS

RCA Records is a Division of Sony Music Entertainment. RCA includes a diverse roster of internationally renowned artists representing all genres of music including Justin Timberlake, P!nk, Alicia Keys, Britney Spears, Miley Cyrus, Foo Fighters, Kelly Clarkson, Usher, Kings Of Leon, Pitbull, Chris Brown, Christina Aguilera, Dave Matthews Band, Shakira, Ke\$ha, R. Kelly, Jamie Foxx, Jennifer Hudson, D'Angelo, Daughtry, Fantasia, Monica, Buddy Guy, Three Days Grace, Dido, Tool, Santana, Kirk Franklin, and Fred Hammond, among others; critically acclaimed and chart topping artists including Miguel, Ray LaMontagne, A\$AP Rocky, Anthony Hamilton, Sia, Marsha Ambrosius, Mike Posner, Gavin DeGraw, Hot Chelle Rae and Cage The Elephant; burgeoning artists G-Eazy, Bleachers, Betty Who, Brooke Candy, Kodakline, Kid Ink, Mikky Ekko, Walk The Moon, Elle Varner, Tom Odell, Becky G, Elle King and many more.



## ATLANTIC RECORDS

Atlantic Records, which celebrated its 60th Anniversary in 2008, grew from a one-room operation into one of the most preeminent and enduring companies in music history. Atlantic has had a profound impact on the course of modern culture, its rich catalog including such icons as Ray Charles, Aretha Franklin, John Coltrane, and Led Zeppelin. The Atlantic Group today includes such high-profile artists as James Blunt, B.o.B, Death Cab for Cutie, Lupe Fiasco, Flo Rida, Cee Lo Green, Kid Rock, Bruno Mars, Matchbox Twenty, Janelle Monae, Jason Mraz, Paramore, Shinedown, Skrillex, Trey Songz, T.I., Zac Brown Band, and many more.



## RHAPSODY

Rhapsody's leading streaming music services gives members ad-free access to more than 32 million songs. Whether they're listening on their phone, at home, at work, or in the car, Rhapsody goes where they go. Our expert team of editors creates a curated music experience that's easy for members worldwide to gather and enjoy new original content including videos, playlists, reviews, and radio stations -- anytime and anywhere. Follow @Rhapsody on Twitter and keep up with the latest on the Rhapsody Facebook page.



## THE CAPITOL MUSIC GROUP

(CMG) is comprised of Capitol Records, Virgin Records, Blue Note Records, Astralwerks, Harvest, 2101 Records, Priority Records and Capitol Christian Music Group, as well as Capitol Studios and the company's independent label services and distribution division, Caroline. Capitol Music Group is based in Hollywood, California in the iconic Capitol Records Tower. Artists that record for CMG labels include Katy Perry, Beck, The Beatles, Jennifer Lopez, Neil Diamond, Norah Jones, Elton John, Aaron Neville, 5 Seconds Of Summer, Rod Stewart, Ryan Adams, tobyMac, Amos Lee, The Decemberists, Joe Lovano, Rosanne Cash, Sam Smith, Chris Tomlin, Anita Baker, Van Morrison, Bob Seger, The Beach Boys, and Bastille and Emeli Sande' (for the US), among many others.



### ABOUT WARNER/CHAPPELL

Warner/Chappell Music, the global music publishing company of Warner Music Group, is home to a wide array of legendary songwriters and a rich catalog of contemporary hits and influential standards. With offices in more than 40 countries, Warner/Chappell provides deep expertise across a range of creative services and the most innovative opportunities for songwriters and copyright holders. Warner/Chappell, which has a history dating back more than 200 years, currently publishes and administers music from Barry Gibb, Beyoncé, Bruno Mars, Eric Clapton, fun., Gamble & Huff, Green Day, Jay Z, Katy Perry, Led Zeppelin, Madonna, Miramax Films, Muse, Radiohead, Red Hot Chili Peppers, R.E.M, Roc Nation, Stephen Sondheim, T.I., Timbaland, Wayne Hector, and Kacey Musgraves, among many others.



### SABIAN

SABIAN is globally renowned as the world's leading designer and maker of cymbals, offering instruments and sounds for every musical application, playing level and price point. Endorsers include Jojo Mayer, Chad Smith, Dave Weckl, Billy Cobham and Jack DeJohnette, as well as renowned percussionists from the Philadelphia Orchestra, the Los Angeles Symphony, Royal Opera House – Covent Garden and the Vienna Philharmonic Orchestra. Situated in New Brunswick, Canada, with offices in the US, UK and Europe, SABIAN is the world's most innovative cymbal maker. For more information about SABIAN and its products, please visit the company online at [www.sabian.com](http://www.sabian.com).



RECORDS

### WARNER BROS. RECORDS

Warner Bros. Records is one of the most successful recording companies in music history and home to some of the most influential and innovative artists of our time. Its reputation and extraordinary roster of new and established recording artists is unparalleled, and its collective influence on pop culture is without precedent.

With a visionary approach toward discovering and nurturing musical talent, the Warner Bros. Records family of labels is currently home to an impressive generation of major artists. The Warner Bros. roster includes Avenged Sevenfold, The Black Keys, Biffy Clyro, Michael Bublé, Deftones, Jason Derulo, Disturbed, Foals, The Flaming Lips, Goo Goo Dolls, Josh Groban, Iron and Wine, Linkin Park, Mastadon, Muse, Neil Young & Crazy Horse, Red Hot Chili Peppers, Regina Spektor, Seal, Tegan and Sara, and many others. Up-and-coming artists include Atlas Genius, Dale Earnhardt Jr. Jr., JEFF The Brotherhood, Gary Clark Jr., Kimbra, Lianne La Havas, LP, Nico & Vinz, Surfer Blood, and Wavves. The rich and diversified catalog on the Warner Bros. family of labels includes recordings by Black Sabbath, Miles Davis, Dire Straits, the Grateful Dead, the Kinks, Madonna, Randy Newman, Prince, the Ramones, Talking Heads, James Taylor, Tom Petty and the Heartbreakers, Frank Sinatra, Van Morrison, Van Halen and others.



### GIBSON

Founded in 1894, Gibson is a global music and lifestyle-oriented company based in Nashville, Tennessee, creating products that enrich the lives of musicians, fans, and consumers alike. Gibson is known worldwide for producing classic models in every major style of fretted instrument, including acoustic and electric guitars, mandolins, and banjos. Run by technology visionary, Henry Juszkiewicz, the company has been at the forefront of innovation since its inception, the latest of which is the LPX guitar and the Min-ETune™ tuning system. Through the Gibson Foundation, Gibson has become equally known for its philanthropic efforts on behalf of music, education, health and human services. Gibson's family of brands encompasses some of the most widely known and respected brands in the history of music and entertainment, including: Epiphone, KRK Systems, TEAC, Cakewalk, Royal Philips' Woox Innovations, Cerwin-Vega!, Stanton, Onkyo, Dobro, Kramer, Steinberger, Tobias, Echoplex, Electar, Flatiron, Slingerland, Valley Arts, Maestro, Oberheim, Baldwin, Sunshine Piano, Take Anywhere Technology, J&C Fischer, Chickering, Hamilton, and Wurlitzer.



## THE ORCHARD

The Orchard is a pioneering music, video and film distribution company and top-ranked Multi Channel Network operating in more than 25 global markets. Founded in 1997, The Orchard has been at the helm of every development in the industry -- from the advent of digital to the shift to streaming, as well as alternative sources of revenue like sync licensing, public performance and broadcasting, and most recently optimization of revenue on YouTube. With a holistic approach to sales and marketing combined with industry-leading technology and operations, The Orchard amplifies reach and revenue across hundreds of digital, physical and mobile outlets around the world, including iTunes, Amazon, Spotify, Deezer, Hulu, Netflix, Xbox, Muve, Best Buy, Walmart, and many more.

The Orchard streamlines content owners' business complexity with an intuitive client dashboard, comprehensive rights management and tailored client support to empower businesses and creators in the full scope of the entertainment industry.  
<http://www.theorchard.com/>  
<https://www.facebook.com/theorchard>  
<https://twitter.com/orchtweets>



## CLEAR CHANNEL

Clear Channel is a leading global media and entertainment company specializing in radio, digital, outdoor, mobile, live events, and on-demand entertainment and information services.

With 245 million monthly listeners in the U.S., Clear Channel Media and Entertainment has the largest reach of any radio or television outlet in America. Its 840 owned radio stations can be heard on AM/FM, HD digital radio, satellite radio, on the Internet at iHeartRadio.com and on the company's radio station websites, on the iHeartRadio mobile app, in enhanced auto dashes, on mobile and via navigation systems. iHeartRadio, Clear Channel's digital radio platform, is the No. 1 all-in-one digital audio service with over 330 million downloads; it reached its first 20 million registered users faster than any digital service in Internet history.

Clear Channel Outdoor is one of the world's largest outdoor advertising companies, with more than 750,000 displays in over 40 countries across five continents, including 48 of the 50 largest markets in the U.S. Clear Channel offers many types of displays across its global platform to meet the advertising needs of its customers including a growing digital platform that offers over 950 digital billboards across the U.S.



## 200 WORDS IHEARTRADIO

iHeartRadio is Clear Channel's free, industry leading digital music and streaming radio service that gives you instant access to more than 1,500 live radio stations (in 150 markets) or lets you create your own custom stations inspired by your favorite artist or song. iHeartRadio also offers listeners a "Perfect For" feature which allows users to choose from thousands of curated stations based on a range of moods and activities. New - iHeartRadio's Shows & Personalities feature offers on-demand listener-created talk content alongside popular news, celebrity and entertainment "audiosodes."

iHeartRadio is the fastest digital service to reach 20 million registered users in internet history. And registered users are only a percentage of iHeartRadio's overall listeners, since registration is only required for the Custom Station feature. With more than 450,000 artists and 18 million songs, iHeartRadio features more music backed by better music intelligence than any other service available. All for free.



**CAROLINE DISTRIBUTION**

has a 30+ year history as the premiere independent distribution company breaking numerous acts and developing many labels throughout its existence. Many of today's most significant independent labels and artists have been nurtured through the Caroline system. Caroline offers a wide range of services to the independent label and artist community including radio promotion, on line marketing, product management, catalog development, commercial services, as well as sync and branding. Caroline has a global reach with staff spread around the world offering commercial support and marketing service options to optimize exposure. At Caroline, we define the essence of the independent culture and spirit while bringing all of the leverage of a major service company to the marketplace.



**INGROOVES MUSIC GROUP**

INGrooves Music Group is a leader in the independent music distribution & marketing industry and is comprised of INgrooves Distribution Services, INresidence Artist Services, and INgrooves Publishing & Rights Services. INgrooves provides clients with global digital & physical distribution, customized marketing, dedicated regional sales teams, promotion, sync licensing, rights administration and more to help maximize the earnings potential of specific releases in today's dynamic music marketplace.

Utilizing the Client Console, INgrooves clients have total visibility on the status of their releases – how, when and where they are distributed, and review and export monthly sales reports for retailers. The INgrooves platform optimizes the consumer reach for label & artist partners. [www.INGrooves.com](http://www.INGrooves.com)



**ALTERNATIVE DISTRIBUTION ALLIANCE (ADA)**

Formed in 1993 Alternative Distribution Alliance (ADA) is a New York based music & film distribution and services company working with a wide variety of genres. Building upon our 20-year history, ADA's mission is to support the development of independent artists and labels. ADA offers physical & digital distribution services including Account Management, Sales Analytics, Production & Inventory Management along with Radio & Video Promotion, Publicity, Online Marketing, Synch & Licensing, Strategic Marketing & Brand Partnerships, Merchandise Services and College Marketing. With offices in New York, Los Angeles and London, ADA is a global organization powered by an experienced group of employees who are exceptionally passionate about music, entertainment and independent culture.



**THRESHOLD RECORDING STUDIOS**

Threshold Recording Studios NYC has been crafting high quality, radio ready songs with artists for over 18+ years. We have produced and recorded countless up and coming and established musicians of every genre- and this year we will be recording our 1000th band. Our client list ranges from The Strokes to Foreigner and hundreds of independent artists and bands from NYC, across the country, and around the world. Threshold Studios is the perfect fit for Singers, Songwriters and Bands looking to take their music to the next level.



**'STACHE MEDIA**

'stache media is a full service marketing agency specialized in music. 'stache media operates as a stand-alone agency out of the NYC headquarters of RED, an award-winning division of Sony Music Entertainment. 'stache media provides services in advertising, college + lifestyle marketing, digital marketing, publicity, brand/strategic marketing, licensing, retail marketing, art direction + design, and consumer insights. 'stache media serves a multitude of artists as well as outside brand and agency clients including Onkyo USA, ONE Condoms, Marriott, Luden's, Scion, Ketel One, Heineken, and McCann Erickson.



**RED**

RED, an award-winning division of Sony Music Entertainment, headquartered in New York City, is widely recognized as the industry leader in music distribution and artist development. RED specializes in digital and physical sales, marketing, DTC, radio promotion and product development for more than 60 independent record labels, as well as select artists from Sony owned labels. RED's marketing outreach is unsurpassed in generating consumer awareness for artists, labels and brand partners. In 2009, RED launched 'stache media, a full service marketing agency specialized in music. 'stache media's expert staff provides marketing services in online marketing & publicity, college lifestyle marketing, advertising & consumer research, brand & partnership marketing, radio, video promotion and creative production. Sony Music Entertainment's merger/acquisition of The Orchard has expanded RED's reach into international as well as domestic markets.



### ISLAND RECORDS

Island Records, which celebrates its 55th anniversary in 2014, maintains its position as one of the world's legendary record labels, a coveted destination for new and established artists of every description. Island staked its claim at the beginning of the musical revolution that shook the 1960s and '70s, and continues that trend-spotting spirit of adventure. Today's Island is home to a varied roster that ranges from Bon Jovi, Avicii, Fall Out Boy, The Killers, to The Gaslight Anthem, American Authors, Jake Bugg, Tove Lo, Kiesza, and many more. Island Records is a division of Universal Music Group, the undisputed global music leader, with wholly owned operations in 60 territories. Universal Music Group is a fully owned subsidiary of Vivendi.



### THE HANDS THAT ROCK

The Hands That Rock is a 501c3 with a mission to bring the magic of music to under served communities throughout the world. Founded by Darcy Lynch, a resident Rhode Islander, and owner of Stage Hands Massage Therapy, the organization provides "chair massage" for audiences at major concerts and events WORLDWIDE. Patrons pay a small fee for this service and a portion of the net proceeds are donated to music programs in cooperation with local music outreach organizations. But the giving doesn't stop there... The Hands That Rock supports other non-profits and their causes. Chair massage creates an additional revenue stream and added value to any fundraising event. Corporations can also hire The Hands That Rock and identify the charity they wish to support. The Hands That Rock's worldwide network of massage practitioners are passionate about giving back, not only through the power of touch, but by supporting and spreading awareness about those in need.



### CD BABY

Since 1998, CD Baby has been the most artist-friendly (and BIGGEST) online distributor of indie music in the world. CD Baby has paid artists more than \$340 million for digital and physical music sales, streaming revenue, publishing royalties, and more. Their extensive music catalog contains 5 million tracks by more than 350,000 artists in over 680 genre categories from around the globe. CD Baby continues to add new services to help artists make the most money from their songs in the music landscape of today (and tomorrow), including a sync licensing program which has already paid out over \$1 million for the usage of music in film, TV, video games, YouTube, and more. By connecting independent artists to licensing opportunities, professional publishing royalty collection, global distribution, and other key services, CD Baby has become the go-to resource for independent musicians who are eager to maximize their income and get their music into the hands (and ears) of listeners around the world.



### IAR

The Institute of Audio Research is dedicated to the art, business, and technology of audio in all its forms. As such, IAR serves the music, motion picture, multi-media, communications, consumer electronics, and entertainment industries, as well as other employment sectors that demand highly trained audio technicians and entertainment producers. IAR seeks to develop graduates who are creative/technical problem solvers, effective collaborators, and life-long learners. They possess the knowledge, skills, and competencies necessary to join the audio and entertainment communities in entry-level capacities immediately following graduation or after further post-secondary study at IAR or another institution of higher education.



## WOMEN IN MUSIC

Women in Music is a dynamic group of individuals in music working together to support, cultivate and recognize the talents of women in our field. Through educational seminars, panels, networking events, showcases, our annual Touchstone Awards, and other gala events, we provide camaraderie and tools for advancement to hundreds of members at all stages of their careers.

Founded in 1985, Women in Music is now in its third decade of service to the music community. Our members are inspired by the resources and opportunities WIM offers. We, in turn, are inspired by their wonderful achievements and contributions across all areas of the music industry.

### WIM Mission Statement:

Women In Music is an organization with a mission to advance the awareness, equality, diversity, heritage, opportunities, and cultural aspects of women in the musical arts through education, support, empowerment, and recognition. Our seminars, panels, showcases, achievement awards, and youth initiatives celebrate the female contribution to the music world, and strengthens community ties.

### Who We Are

WIM is comprised of members on all levels — from students to seasoned industry veterans — and in all areas of expertise.

We are record label executives, artist managers, songwriters, musicians, attorneys, recording engineers, agents, publicists, studio owners, music publishers, online and traditional marketers and more.

We represent all genres of music and all areas of the industry.

### What We Offer

Educational seminars, panels and workshops with top-notch professionals

Up close and personal evenings with acclaimed performers, producers and other industry professionals

Roundtable Discussions held to discuss current topics relevant to the industry

Master Classes, Seminars and Workshops

Special Mixers and Speed Networking Events

Access to our exclusive WIM Google Group where you can communicate directly to the WIM Members to find useful resources and information from your mentors and peers, post upcoming show information, get opinions from fellow WIM members about services important to your work/businesses, ask fellow members questions, ticket giveaways, post/find out about job opportunities, etc.

Discounts on a variety of products and services we think will benefit the lifestyles, creativity, businesses and careers of WIM Members.



## TOMMY BOY

Legendary Hip Hop & Electronic label founded in NYC in 1981. The label is credited with launching the careers of notable Hip Hop legends Afrika Bambaataa, Queen Latifah, House of Pain, De La Soul, and Naughty By Nature. Currently Tommy Boy is home to Pants Velour, the AM:Racket label, Laura Lee Bishop, Linnea, Jamar Rogers, OCAD, ANGI3, BS, Guinevere, Plushgun, Gamu, Richie Campbell, Marcos Carnaval, Chachi, Zeke Thomas, Po Johnson, and Todd Terry.

In the late 80's Tommy Boy introduced EDM to mainstream audiences with releases from LFO, Coldcut, and 808 State and is credited with opening the door at Top 40 radio in America again for DJ's with the success of Bob Sinclar's "World Hold On" in 2006.

Known for fusing Electronic music with Hip Hop since its early days, Tommy Boy helped to establish Latin Freestyle and Latin Hip Hop genres with the release of multiple singles and albums from TKA, K7, and Information Society.

In 1989, the label became the first label to market its own merch line to mainstream consumers via its Tommy Boy Gear line, partnering with brands like Stussy and Carhartt. Tommy Boy continues to license its logo to designers and retailers worldwide including Maharishi and Urban Outfitters.



## SESAC

SESAC is the nation's most progressive performing rights organization representing the exclusive songwriters, composers and music publishers in every genre of music. Established in 1930, SESAC is the ONLY PRO to pay monthly royalties and was the FIRST among the PROs to pay songwriters and publishers for live performances. SESAC is known for its diversified repertory which includes genres ranging from Adult Contemporary, Urban, Jazz, Rock, Americana, Contemporary Christian, Latin, Country, Gospel, Dance, Classical and New Age. SESAC represents an impressive gallery of artist catalogs including Alice in Chains, Jerry Cantrell, Robert Johnson's "Crossroads," Paul Shaffer, RUSH, the Avett Brothers, Lady Antebellum, Thompson Square, Omarion, Swizz Beatz and Tommy Lee. SESAC also represents iconic songsmiths Bob Dylan and Neil Diamond. Additionally, SESAC has long represented the music on some of TV's biggest shows including Grey's Anatomy, How I Met Your Mother, Parenthood, Dateline NBC, Dr. Phil, Seinfeld, The Doctors, Late Show With Craig Ferguson & Two And A Half Men to name a few. Headquartered in Nashville, the company also has offices in New York, Los Angeles, Atlanta, Miami and London. ([www.sesac.com](http://www.sesac.com))



## MUSIC XRAY

Music Xray uses quant metrics, crowd-sourcing of industry professionals, and music analysis software to draw industry attention to the highest potential songs and bands.



## LIVE365

With millions of listeners and thousands of broadcasters worldwide and greater breadth and depth of high-quality streaming music, talk, and audio than any other network, Live365 has been the leading online radio network offering broadcast services and radio programming since it was founded in Silicon Valley in 1999. Live365's advanced broadcasting tools, built-in music licensing, and worldwide distribution enable you to legally create and distribute your own branded radio channel, and to build and reach your audience via the web, phone, and social media—anywhere, anytime. A broadcasting community of more than 5,000 individuals, brands, and celebrities means we're also where you can listen to some of the most unique, diverse, and compelling radio broadcasting from around the world. Live365 pays royalties to labels, artists, songwriters, and publishers through established royalty collection organizations within the United States and Canada, including ASCAP, BMI, SESAC, SoundExchange, & SOCAN.



## YOUTUBE

YouTube is fundamentally about connecting fans with their favorite creators and artists -- we don't just host music videos online, we build interactive communities that allow fans and artists to share, comment and contribute. That interactivity has allowed us to partner successfully with the music industry for years, generating over a billion dollars for artists and rights holders in the last few years. YouTube offers artists creativity without compromises, giving them instant access to an audience of one billion fans, making us the best place for any musician to build their brand. Please visit our Creator Hub to learn more.



## REPUBLIC RECORDS

A division of Universal Music Group, the world's leading music company, Republic is home to an all-star roster of multi-platinum, award-winning legends and superstar artists such as Amy Winehouse, Ariana Grande, Black Sabbath, Colbie Caillat, Enrique Iglesias, Florence + the Machine, Godsmack, Gotye, James Blake, Of Monsters and Men, Owl City, among many others.

It is comprised of innovative imprints and digital business ventures including Brushfire (Jack Johnson, G. Love), Cash Money (Lil Wayne, Drake, Nicki Minaj), Lava Records (Jessie J, Lorde), Loma Vista (Soundgarden, Damian Marley, St. Vincent), Monkeywrench (Pearl Jam), Casablanca Records (Tiesto, Martin Garrix), NBC's The Voice (Cassadee Pope, Danielle Bradbery), Republic Nashville (The Band Perry, Florida Georgia Line, The Eli Young Band), XO (The Weeknd), among others.

## PANDORA®

### PANDORA

As the biggest music streaming and discovery platform in the U.S., Pandora gives people music and comedy they love anytime, anywhere, through connected devices. More than 76 million listeners tune in monthly to stream upwards of 1.7 billion hours of music. Personalized stations launch instantly with the input of a single "seed" - a favorite artist, song, or genre. The Music Genome Project®, a deeply detailed hand-built musical taxonomy, powers the personalization of Pandora® internet radio by using musicological "DNA" and constant listener feedback to craft personalized stations from a growing collection of more than one million tracks. Pandora works closely with the music community to make sure we have plenty of new music and new artists represented. More than 700 labels work with Pandora to ensure new releases are added to the catalog in conjunction with street release dates. In addition, Pandora recently updated the the independent submissions online portal to convert to an all-digital format, making it even easier for artists to connect with fans.



**STEVENHEROPRODUCTIONS**

StevenHeroProductions LLC is an award-winning Music/Video Production & Marketing Company based in NYC. Services we provide range from Recording/Mixing/Mastering to Video Production to PR/Marketing to Music Industry Consulting. We offer the personal attention of a boutique studio while also providing the expertise, connections and technical know-how of a major label. StevenHeroProductions LLC works with some of the industry's top Grammy/Tony/Emmy/Obie winning artists as well as promising newcomers and corporate clients.

Some of the artists we work with: Connor O'Brien (from #1 charting Irish folk band "Villagers"), platinum selling artist Dallas Green (City and Colour), gospel singer Tituss Burgess (NBC's 30 Rock) and Victoria's Secret/Ford model Jessi M'Bengue (Robin Thicke "Blurred Lines"). StevenHeroProductions LLC was recently named one of the "Top 100 PR Firms Who Dominate Social Media Marketing in 2013" Please go to [www.StevenHeroProductions.com](http://www.StevenHeroProductions.com) for more info



**COLUMBIA RECORDS**

One of the most respected and successful record labels in the world, Columbia Records is home to established superstars and exciting new talent. Columbia Records is a wholly-owned subsidiary of Sony Music Entertainment.



**SPOTIFY**

Spotify brings you the right music for every moment - on your computer, your mobile, your tablet, your home entertainment system and more. If you know what you want, just search and hit play. Or discover new music by browsing the collections of friends, artists and celebrities from any of the 56 countries Spotify is available in globally. Or sit back and enjoy Spotify radio. And because music is social, so is Spotify. Share music on Spotify, Facebook, Twitter, your blog and via email. You can also follow other cool people - so when they discover music, you do too. Soundtrack your life with Spotify.



**MEDIANET**

MediaNet is the leading digital music platform providing a complete catalog of music, technology and royalty administration services to build, launch, operate digital music business around the world.



**SONY MUSIC ENTERTAINMENT**

Sony Music Entertainment is a global recorded music company with a current roster that includes a broad array of both local artists and international superstars. The company boasts a vast catalog that comprises some of the most important recordings in history. It is home to premier record labels representing music from every genre, including Arista Nashville, Beach Street, Bystorm Entertainment, Columbia Nashville, Columbia Records, Day 1, Descendant Records, Epic Records, Essential Records, Essential Worship, Fo Yo Soul Recordings, Kemosabe Records, Legacy Recordings, MASTERWORKS, Polo Grounds, RCA Inspiration, RCA Nashville, RCA Records, Reunion Records, Sony Classical, Sony Music Latin, Star Time International, Syco Music, Vested in Culture and Volcano. Sony Music Entertainment is a wholly owned subsidiary of Sony Corporation of America.

[www.LexxiLoves.org](http://www.LexxiLoves.org)



Lexxi loves...Do you?

**LEXXI LOVES**

Providing support to the Children in Foster Care. Visit our booth to hear about our "Music Makes the World Go Round" program and how you can make a difference in the life of a child in foster care. [www.lexxiloves.org](http://www.lexxiloves.org)

# MEDIA PARTNERS



## ENTERTAINMENT TALK SHOP

Entertainment Talk Shop (ETS) is a networking event planning company founded in December 2011 as a way to introduce like-minded entertainment industry professionals to one another in the hopes of forming mutually beneficial professional relationships. The networking events are hosted several times a year throughout New York City and admittance is always free. The events themselves are either stand-alone networking events or partnerships with other entertainment organizations to bring a networking aspect to their events. If you are interested in attending an event, partnering to put on your own event, or sponsoring an event, please contact Nic Judd at [Nic@EntertainmentTalkShop.com](mailto:Nic@EntertainmentTalkShop.com).



## SAG-AFTRA

SAG-AFTRA represents more than 160,000 actors, announcers, broadcast journalists, dancers, DJs, news writers, news editors, program hosts, puppeteers, recording artists, singers, stunt performers, voiceover artists and other media professionals. SAG-AFTRA members are the faces and voices that entertain and inform America and the world. With national offices in Los Angeles and New York and local offices nationwide, SAG-AFTRA members work together to secure the strongest protections for media artists into the 21st century and beyond. Visit: <http://www.sagaftra.org>



## MIDEM

Midem, the leading international business event for the music ecosystem. There's no better place to start off the year. Attend four action-packed days with more than 6,000 key international music professionals, cutting-edge tech companies, brands, ad agencies, and fresh artists. Grow your business, boost your network, source new music, discover the upcoming industry trends, and find innovative ways to engage with your audience. 6,150 participants. 120 conferences. 75 countries. 4 days of networking. It's all at Midem. Ready for business?



## INDIE BAND GURU

Indie Band Guru is a Public Relations/ Artist Development Company focused on helping independent bands build their careers and get the exposure they deserve. Every band needs a little help. We offer many different services to help independent bands get noticed and expand their fanbase. We are constantly developing and improving these services as the music industry continues to change. We have the Knowledge to get you Known!



## NEXT2SHINE.COM

A music community dedicated on discovering & showcasing talents that provide a unique perspective in today's musical landscape. Through revealing interviews with progressive talents, showcasing pieces on emerging trends and cultures, and presentations of products in their raw form, we speak to the influencers in their own language.



## M FOR MONTREAL

M for Montreal is an annual music conference and festival in Montreal, Canada. Its 9th edition takes place November 19 – 22, 2014. M is an instrumental catalyst for connecting artists and music industry professionals from around the world, generating opportunities for their careers and businesses to grow. Its unique networking events and export- ready showcases feature the best new music from emerging local and international talent. In addition, M for Montreal launches year- round initiatives worldwide at SXSW, Canadian Music Week, The Great Escape, NXNE, CMJ & MaMA Paris, as well as at major events such as 'M ton Quartier', an outdoor festival held in Montreal each September.



### MUSIC TIMES

Music Times is a far-reaching entertainment news site focused on keeping readers informed about breaking news and headline-makers in the music world. Although those at the top of the charts generate the biggest buzz, Music Times aims to give up-and-coming acts the exposure they deserve, whether it be the next pop idol from Los Angeles or a standout garage act from Falmouth, Kentucky. The staff at Music Times enters every story with a passion for music and a yearning to find out what makes our favorite artists tick. Join us on the road to music discovery



### BEST NEW BANDS

Since 2011, BestNewBands.com has published well over 3500 original live reviews, album reviews, interviews, and on-the-ground festival coverage, of the world's leading emerging recording artists. Other initiatives include the Newbie Awards--honoring the year's top achievements in a variety of categories--mixtapes, breaking news, and more. Its writing staff has consistently been ahead of the curve when it comes to identifying noteworthy music acts on the cusp of breaking through. The company has offices in Los Angeles and New York.



### SONGWRITERS HALL OF FAME

The Songwriters Hall of Fame celebrates songwriters, educates the public with regard to their achievements, and produces a spectrum of professional programs devoted to the development of new songwriting talent. Right now, take YOUR songs out for a spin and get listened to by industry professionals....really! Submit to the Songwriters Hall of Fame's inaugural professional Song Competition "by songwriters, for songwriters," presented by the SHOF and Universal Music Publishing Group, along with exclusive contest partners Sonicbids and Epiphone. Go here for more information: <http://songhall.org/contest>



### MAMA

MaMA, music festival & convention, Pigalle & Montmartre, Paris. The gateway to the French music market. MaMA welcomes French and international music professionals to be part of the future of the music industry throughout 3 days of conferences, networking and acts in the friendly red light 18th district of Paris, heartland of music since two centuries. MaMA attracts over 3,800 delegates, French and international, independent and major record labels, concert venues, festivals, producers, agents, managers, music publishers, digital services companies, regional/local authorities, trade unions, broadcasters, the private sector, subsidized institutions...By day, MaMA suggests a conference program in 3 venues featuring 40 panels and 150 influential speakers, networking activities, match-making sessions, cocktails, workshops, after parties...By night, 100 acts take place in 20 emblematic venues and unusual places (bars, art galleries, cabarets, theaters) of Pigalle and Montmartre. [www.mama-event.com](http://www.mama-event.com)



### EONE DISTRIBUTION U.S.

Entertainment One Distribution US is the largest physical and digital independent music and video distributor in North America. Holding the highest market share of any independent in the US, the company manages physical and digital distribution of CD, Blu-ray and DVD inventories, and is the leading Internet fulfillment wholesaler of home entertainment products through partnerships with the world's largest on-line retailers. The company boasts an unparalleled roster of independent artists' product, and is the leading distributor in Pop, Rock, Heavy Metal, Christian, Gospel, World Music, Rap, Hip-Hop, Kids, Independent Jazz, Bluegrass and Classical.



### THE MUSIC PRODUCERS FORUM

The MusicProducersForum is an independent international community that serves those involved in the creative process with music. This includes songwriters, musicians, vocalists, industry managers, engineers and of course producers. With over 24,000 members on the leading social networks, this membership comprises of those who are just starting with music, to Grammy winning music professionals. The core value of the Music Producers Forum is to support the healthy future of the music industry, that supports all professional's careers in music.



### GCA ENTERTAINMENT

GCA Entertainment is a Taiwan based innovative high tech music company established by top executives from various industries. With ample experience in Music, Marketing, Exhibitions, Technology and cross-industry operation, we believe global collaboration and cultural exchange are the key to success in bridging the East and the West together in this digital era. <http://www.gca3nt.com/>



### THE LODGE

Founded in 1997 by Mastering Engineer Emily Lazar; The Lodge is a state-of-the-art mastering facility located in the heart of Manhattan's Greenwich Village. Paying homage to the studios of the past, The Lodge is one of New York's most sought after mastering studios; catering to artists that seek a creative and more personalized approach to mastering. The Lodge is equipped with a slew of vintage outboard gear and has attracted a wide spectrum of artists, including: David Bowie, Lou Reed, The Shins, Vampire Weekend, Foo Fighters, Haim, Linkin Park, The Prodigy, Depeche Mode, BT and Garbage. <http://thelodge.com/mastering/>



### MUSIC CONNECTION

Founded in 1977 on the principle of bridging the gap between "the street and the elite," Music Connection has grown from a popular print publication into a spectrum of products and services that address the wants and needs of musicians, the music tech community and industry support services. Music Connection's broad appeal encompasses the songwriter, producer, studio manager, home recordist, agent, attorney, publicist, label executive and, of course, the musician who's looking for the informational edge that MC's products and services deliver.



### YANGAROO

YANGAROO, founded in 1999, is a company dedicated to digital media management. YANGAROO's patented Digital Media Distribution System (DMDS) is a secure cloud-based platform that provides users the ability to leverage technology; automating dozens of steps to eliminate errors and streamline content delivery efficiently. Content, such as music, music videos, and advertising can be quickly distributed to a network of over 11,000 television, radio, media, retailers, and other authorized recipients. The YANGAROO Awards platform is the industry standard and powers most of North America's major awards shows. YANGAROO has offices in Toronto, New York, and Los Angeles. YANGAROO trades on the TSX Venture Exchange (TSX-V) under the symbol Y00 and in the U.S. under OTCBB: Y00IF.



### HIT SONGS DECONSTRUCTED

Utilized by songwriters, producers, music industry executives and universities throughout the world, Hit Songs Deconstructed is dedicated to providing its subscribers with an in-depth understanding of the craft and trends that shape TODAY'S chart-topping hits. We break today's hit songs down to their core, extract the craft that made them a hit, and provide you with the knowledge and best practices to help prime you for success in a very competitive, fast changing musical landscape.



### KOLLECTOR

Kollector is an information system which provides real time statistics about radio broadcasting and online distribution, worldwide.

- Kollector's Specificities include: In house technology able to reach a 99+ recognition percentage.
- Only one worldwide tracking platform: more than 11,000 tracking in 63 countries.
- Tracking reports are available real time for the customers, from any web browser (secure access).
- B2B customers can manage their own access privileges for their team.
- Only one tracking platform to be ISAE 3402 certified which guarantees its software and financial processes.
- Worldwide digital catalog integration (30 million tracks) and daily integration of new releases.
- Support independent tracking made by acoustical comparison of the audio part (works on radio, audio files, TV, video websites, commercials, ...).
- Payment of a fee to its rights owner customers for marketing usage made by third parties.



THE RECORDING ACADEMY®  
NEW YORK CHAPTER

### THE RECORDING ACADEMY

Established in 1957, The Recording Academy is an organization of musicians, songwriters, producers, engineers and recording professionals that is dedicated to improving the cultural condition and quality of life for music and its makers. Internationally known for the GRAMMY Awards — the preeminent peer-recognized award for musical excellence and the most credible brand in music — The Recording Academy is responsible for groundbreaking professional development, cultural enrichment, advocacy, education and human services programs. The Academy continues to focus on its mission of recognizing musical excellence, advocating for the well-being of music makers and ensuring music remains an indelible part of our culture. For more information about The Academy, please visit [www.grammy.com](http://www.grammy.com). For breaking news and exclusive content, follow @TheGRAMMYS on Twitter, like "The GRAMMYS" on Facebook, and join The GRAMMYS' social communities on Foursquare, GetGlue, Google +, Instagram, Pinterest, Tumblr, and YouTube.



### VEVO

Vevo is the world's leading all-premium music video and entertainment platform with over 5.5 billion monthly views globally. Vevo brings a library of 100,000 HD music videos, exclusive original programming and live concert performances to everyone on the planet who loves music. Viewers can watch on-demand through [Vevo.com](http://Vevo.com), the mobile web and apps for mobile/tablets and TVs, or through Vevo TV, the always-on broadcast-style linear music channels built by expert human programmers. Additionally, Vevo syndicates its catalogue to dozens of sites across the web giving music fans the option to view their favorite programming anywhere, anytime. It is Vevo's massive scale and reach that has attracted more than 900 brand marketers around the globe since its launch in 2009.



### THE MUSIC BUSINESS REGISTRY

Since 1992 The Music Business Registry contact directories have become "the industry standard" for reaching A&R, Music Publishers, Attorneys and Music Supervisors



### SYNC SUMMIT

Sync Summit is delighted to partner with the New Music Seminar to offer NMS list members and attendees a 50% discount on attending SyncSummit's Sync Sessions NY event at Le Poisson Rouge. To take advantage of this rate, and to learn more about Sync Sessions NY, go to <http://syncsummit.com/NMSrate/>



### NOISE4GOOD

Noise4Good gives emerging and established Artists the opportunity to grow their fan base in an entirely new way, while making a difference. Launching this fall at the Global Citizen Festival in New York, the Noise4Good platform connects Artists with thousands of Non-Profit Organizations through an interactive program that enables them to participate, along with their fans, in raising awareness and fundraising initiatives to help build a better world. Through the Non-Profit's community of passionate members, Artists gain exposure and support from music and merchandise purchases, and opportunities for performance, licensing, and public service announcements, in addition to earning rewards as active members of the Noise4Good community.



### LOG CABIN

A self-contained recording studio in the heart of midtown Manhattan, The Log Cabin features a spacious live room and tracking room, isolated drum booth, lounge, and kitchen. It combines the ease and efficiency of digital technology with a Pro Tools HD Accel system, to the proven warmth and musicality of a best-of-breed 72-channel analog mixing console, complete with classic outboard gear and the latest plugins. One component of Manhattan Center Productions' multimedia and entertainment facility featuring 2 recording studios as well as 2 HD Television studios, The Log Cabin is a producer's, artist's, and engineer's dream.



### MUSICMETRIC

Musicmetric, entertainment analytics firm Semetric's first suite of products and services, provides the music industry with insight into online consumer behavior by aggregating, analyzing and compiling all related trend and fan information available about an artist. Musicmetric allows music industry officials to track social media activity, news coverage, online streaming, sales figures and more. Using this data, industry insiders can develop a coherent, comprehensive analysis of their artist's online performance and profile. In addition to analysis, Musicmetric's data is also used to improve recommendation products and services. Musicmetric products and services cater to companies across the entire spectrum of the industry, including some of the biggest names in the industry with dashboards, API's, custom charts, and data science projects.



### DEF JAM

Hip-hop – and its most definitive voice, Def Jam – has been an astonishingly tireless engine of change in American and global culture. For 30 years, the greatest names in the history of hip-hop – from LL Cool J and the Beastie Boys to Rihanna and Kanye West, from Public Enemy to Jay-Z, Rick Ross, Jeezy, Ludacris, The Roots, Nas, 2 Chainz and dozens more – have made Def Jam Recordings the ultimate destination for urban artists around the world. Today's stellar Def Jam roster includes an even wider range of artists from Afrojack to August Alsina to Iggy Azalea, Jhene Aiko and YG. To find out more, please visit [www.defjam.com](http://www.defjam.com).



### CANADIAN MUSIC

Canadian Music Week (CMW) is Canada's largest and most influential music and media conference and festival. Attracting more than 3,000 delegates and 4,500 musicians, CMW puts you face-to-face with the forward-thinkers who shape the entertainment industries – from sound recording, new media, and broadcast to live touring, film, and technology. The festival spans five nights of performances with more than 1,000 showcasing artists featuring some of today's hottest headliners and tomorrow's emerging stars. CMW's International Marketplace plays home to 40+ visiting countries and hosts more than 1,000 one-on-one dedicated matchmaking meetings between Canadians and international delegations. In addition to highlighting key international markets (for 2015, this includes Australia), the IMP offers specialized export training programming, international networking events and receptions, and structured opportunities for delegates to do business with one another. For more info, visit [www.cmw.net](http://www.cmw.net).



### BANDPAGE

BandPage is the platform more than 500,000 musicians use as their central online profile to reach, engage and monetize hundreds of millions of fans across the largest music services in the world. The BandPage Network powers musicians' content and stores across Clear Channel, Google, VEVO, Live Nation, Xbox Music, Rhapsody, LyricFind, Rdio and more. Musicians can set up their BandPage Profile for free, which includes their music, tour dates, photos, bios, videos and store at: <http://www.BandPage.com>.



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**CONGRATULATES**

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# NMS GUIDEBOOK THANK YOU 2014

## THANK YOU

**To all the Players and Conductors who volunteer time and share their abundance of vision and knowledge.**

**To all of the NMS New Music Nights venues: Webster Hall, Cake Shop, Pianos, Tammany Hall, DROM, and The Delancey for sharing the vision that allows our “Artists on the Verge” the opportunity to gain the additional exposure and resources they deserve.**

**And to all of our Partners, without whose generous contribution, the New Music Seminar could not exist.**

## **SPECIAL CONSIDERATION TO THE FOLLOWING FOR THEIR CONSULTATION, ASSISTANCE & PARTICIPATION**

Our NMS 14 Title Partner: SoundExchange: President & CEO - Michael Huppe, Dick Huey, Barry Levine, Marie Farrar Knowles, and the rest of the SoundExchange team.

New York City Mayor Bill de Blasio and the New York City Mayor’s Office of Media & Entertainment. Eden Chen, Heath Miller, and the staff at Webster Hall. Phil Sarna and the staff at PSBM. The “Father of the Ring Tone”, Ralph Simon. Rob Simons, Alice Dunn, Ed Byrne, and the staff at the Wyndham New Yorker Hotel. Bruno Crolot, Benjamin Costantini, Agnès Bliah, and everyone from MIDEM. Tim Mandelbaum, Michael Reinert, Monika Tashman, and the rest of the partners at Fox Rothschild LLP.

All the companies and individuals who contribute prizes to help support the winner of the Artist on the Verge Project – it is your support that fosters the next generation of music stars.

To the companies that light up, comfort, furnish, amplify, and secure NMS: See Factor (Audio), AAA Communications (Walkie talkies), CSS Security Services (Security), Taylor Creative (Furniture), Julie Coulter (Insurance), PRG (Video), Levy Lighting (Lights) Drape Kings (Pipe and Drape) – and Darcy Lynch and the Hands That Rock team for the massages to relive the stress!

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BMI, SESAC, and their wonderful songwriters and artists for supplying in-house music during NMS 14. All artists, managers, agents, and record companies who had a part in setting up the performances during the NMS New Music Nights Festival.

To the volunteers and interns that tirelessly devoted countless hours to learn and grow in the music business – we all have been there, and can not thank you enough for your time and dedication.

To all our delegates in sharing the vision of growth in the future of the music business.

And finally, to all the artists, songwriters and producers in the world. If it were not for your passion and creativity, life would not matter.

We wish you a great Seminar!

Sincerely,  
The New Music Seminar Team; Class of 2014.



# NEW MUSIC SEMINAR

“Hope you had a great seminar!”





**WHAT'S  
NEXT...**  
See you next year!



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