

# NEW MUSIC SEMINAR ANNOUNCES PROGRAMMING AND SPEAKER HIGHLIGHTS JUNE 21-23, 2015 | WYNDHAM NEW YORKER HOTEL

*Leading Industry Conference Returns to Transform the Music Business*

**NEW YORK, May 21, 2015** – [New Music Seminar](#) (NMS) is an annual music conference and festival acting as a catalyst for change in the music industry. From breakout indie artists to visionary CEOs and executives, NMS is where high-level discussions and interaction will help craft solutions for the era of music business. Taking place in NYC June 21-23, 2015, NMS is dedicated in exploring new ways to support artists, exchange business ideas, and showcase the next generation of stars. The conference is held at the Wyndham New Yorker Hotel and the New Music Nights Festival featuring the NMS Artist on the Verge Project will take place at various venues in Manhattan.

For three days and nights, NMS tackles key challenges and discussions on how to generate greater revenue, and restore the music business back to its former glory. You will hear discussions and debates which concern the future of streaming, and with Apple and Google announcements coming soon, this is the time we look towards getting 100 Million Subscribers, which will increase nearly \$6 Billion in revenue to the Music Business.

*“This New Music Seminar asks new questions each year about music creation, exposure and monetization. This year is particularly critical as the industry embraces subscription streaming with Apple, YouTube and Tidal entering the market. As streaming approaches 50% of industry revenue, how will music change? How will the market change? How will revenue change? Only the New Music Seminar assembles those bold enough to ask the questions that determine the future of the music industry,”* said Tom Silverman, Founder and Executive Director, New Music Seminar.

NMS covers the complete ecosystem of the music business, from video to A&R, radio, touring, distribution, production, songwriting, publishing, artist management, independent labels, and more. The main theme of this year’s NMS is: “Transforming the Music Business,” with a story that unfolds through all sectors of the music business with movements on topics such as:

### **Can Derivative Works Double Music Revenues?**

Derivative Works comprise at least 50% of all music-publishing revenues and are already responsible for huge revenues in the recording industry. User generated videos generate revenue the majority of all YouTube music revenue. Music sample use has driven the hip-hop movement for 35 years and has generated hundreds of millions of dollars for artists and rights owners. More than 60% of YouTube music revenue comes from derivative works. New formats for stem-mixes are now being introduced that will further expand the world of derivative works. How can the music industry look at derivative works as a giant new revenue center by embracing this opportunity rather than ignoring it or rejecting it? **Julie Swidler (Executive Vice President, Business Affairs & General Counsel, Sony Music Entertainment); Larry Mills (CEO , We Are The Hits); Ian Allen (Manager, A&R Admin Clearance, Universal); Sophia Chang (SVP A&R Operations, Island Records)**

**Subscription Music – Getting to the 100 Million Subscribers:** 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? **Mark Piibe (Executive Vice President, Global Business Development and Digital Strategy, Sony Music Entertainment); Vania Schlogel (Senior Executive, Tidal HiFi); Simon Wheeler (Director of Strategy, Beggars Group)**

**The Developing World: Music Explosion:** The population of the top 30 music markets in the world is 1 billion with an average per capita music revenue to the music biz of \$13 a year. That leaves more than 3 billion people capable of generating new revenue for the music business by 2020. How can we prepare for the move from a regional industry to a global one? What will this new world look like? **Michael Abbattista (Global Head of Telecom/ISP Partnerships, Spotify); Julien Simon (VP, Music Rights and Label Relations, Deezer); Prashant Bahadur (SVP, Strategy, The Orchard)**

**Vinyl Resurrection:** Vinyl is the only format that has died and come back to life. Vinyl peaked in 1978, cassettes in 1989, CDs in 2000; but only vinyl has experienced 50% growth in each of the last four years. What can we learn from this phenomenon? **Craig Kallman (Chairman & CEO, Atlantic Records); Mark Piro (Musical Curator/Head of, Analog Spark, Analog Spark/Razor & Tie); Michael Kurtz (Founder, Record Store Day); Nina Palmer (National Sales Director, Ross Ellis Printing); Steve Sheldon (President, Rainbo Records); Bryan Burkert (Owner, The Sound Garden); Matthew Johnson (President, Fat Possum Records)**

This year, NMS again features the SoundExchange Summit. On Tuesday, June 23<sup>rd</sup>, SoundExchange will present an entire day focused on rights owners, royalty collection, entertainment law, and advocacy from the Fair Play Fair Pay Act to the Protecting the Rights of Musicians Act.

In the evening, NMS kicks off with a red carpet party Sunday June 21<sup>st</sup> at Webster Hall then continues with the **New Music Nights Festival** – three nights of live music featuring more than 50 [Artists on the Verge](#), a curated selection of the best emerging artists that will take over venues in the East Village and Lower East Side of New York City.

Registration rates are currently \$399 and increase June 1<sup>st</sup>. <http://newmusicseminar.com/register/>

#### **About NMS:**

The New Music Seminar is the world's most influential Music Business convention, led by the voices that disrupt the conventional, tackle key issues, and provide a stage for trailblazing artists to shine. NMS is the place to network, engage, and discuss the future of the art and business of music.

From 1980-1994, NMS established itself as the most influential Music Business Conference of its time. In 2009, NMS was revived to convene the visionaries and industry leaders – paving a way to move past the dying record business. After 12 years of cleansing decline, we have a new attitude; a new optimism, a clear path to a bigger, more engaged, more inclusive, more sustainable music ecosystem.

The New Music Seminar is perfect for anyone looking to further their career in any and all facets of the music business. Recording Companies, Music Publishers, Music Technologies, Managers, Agents, Artists, Songwriters,

Producers, and artist & label services from around the world come together each June in New York City to cross-pollinate, share ideas, and create new opportunities.

See more at: <http://www.newmusicseminar.com>

### **About 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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