

FOR IMMEDIATE RELEASE

Monetizing Music File Sharing ...A Public Forum

Toronto and Ottawa, ON – May 29 2009 - In October of 2007, the Songwriters Association of Canada published its proposal for the monetization of the file sharing of music. Since that time, S.A.C. has received a great deal of input from consumer advocates, music industry colleagues, legal experts, MPs, Government officials etc. Accordingly some elements of the proposal have been reconsidered while others have been further developed. Here is a brief description of the changes:

- Internet and wireless subscribers may opt out
- Participation is voluntary for Creators and Rights holders
- Amount of license fee to be determined by a regulatory or judicial process

The end result is a proposal that will benefit music creators, consumers, and music distributors equally while promoting innovation in the online distribution of music.

Join us for a discussion of a proposal whose time has come.

What: **Monetizing Music File Sharing ...A Public Forum**

When: **Wednesday June 3rd, 2009**

7:30 pm to 9:00 pm – Round Table
9:00 pm to 10:00pm – Meet & Greet

Where: **Fauteux Hall, Room 147**
University of Ottawa
57 Louis-Pasteur

For information on the developments of our proposal to monetize music file sharing go to:
<http://www.songwriters.ca/studio/proposal.php>

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Find our panelists' bios on the next page

For more information contact:

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About CIPPIC:

CIPPIC is the Samuelson-Glushko Canadian Internet Policy and Public Interest Clinic, Canada's only technology law clinic. CIPPIC was established in 2003 at the University of Ottawa, Faculty of Law, Common Law Section. CIPPIC's mandate is to advocate for balance in policy and law-making on issues arising out of new technologies.

About Songwriters Association of Canada:

The Songwriters Association of Canada is an association led by active professional and aspiring songwriters. The S.A.C. is committed to the development and recognition of Canadian composers, lyricists and songwriters by pursuing: their right to benefit from and receive fair compensation for, the use of their work, the advancement of the craft and enterprise of songwriting through educational programs, networking opportunities, dissemination of business knowledge and other services, a more favorable environment through the provision of a united national voice when dealing with government, the music industry and the general public, the development of activities which allow members to reach out and enjoy the sense of community shared by songwriters.

Abbreviated bios of our panelists:

Eddie Schwartz is best known for writing the classic hit song "Hit Me With Your Best Shot" recorded by Pat Benatar. As a songwriter, he has had some two hundred songs recorded and performed by artists such as the Doobie Brothers, Joe Cocker, Carly Simon, Peter Frampton, Robert Palmer, Donna Summer, Rita Coolidge, and Rascal Flatts, among others. His worldwide sales are currently in excess of 30 million recordings. A native of Toronto, Eddie has won numerous music industry awards including multiple Junos, BMI awards and SOCAN awards, and SOCAN's prestigious William Harold Moon award. He is also an artist in his own right and has released four albums that have garnered international acclaim and top 30 singles in the United States.

Jean-Robert Bisailon created SOPREF in 1997, following the Forum des musiques amplifiées, a conference aimed at giving a voice to alternative and self-produced musical artists of the province of Quebec. He had been an active musician and manager of his bands prior to that. He also worked as a sales rep for several years at Cargo Records during their good Montreal days and he now is secretary of the board for SOPREF and LOCAL Distribution (collective distributor), participatory economy structures for musicians. He is also present on the boards of Musicaction (public financing body), SPACQ (authors and composers), Francouvertes (band contest) and APLAS (small concert venues). He has just co-written with Jean-Noël Bigotti, an indie music trade guide between France and Quebec/Canada, published by SOPREF and french structure IRMA. He is the editorial columnist of BANDEAPART.FM a new music web and radio initiative from Radio-Canada, available on Sirius at band 93.

Benjamin Masse is the President of Double V3, recently acquired by Nexio and Zanura, Benjamin has been active in media-related Internet initiatives for nearly 15 years. He believes in the potential of innovative web products to create a thriving marketplace for digital entertainment, to leverage the economics of the Long Tail, to preserve cultural diversity, and to provide local spin to a global Internet.

A key player in the Canadian music industry, Benjamin has been the President of the Board of SOPREF, an independent organization promoting emerging artists, an administrator of ADISQ,

a board of commerce for independent labels, and a director of Culture Montréal. Benjamin is currently a member of the Board of Directors of SOPROQ, an association responsible for royalty distribution and performance licensing for original rights holders in sound and video recording. Beyond business and technology, Benjamin is also a talented musician. His musical passions are live guitar performances and studio experimentation.

David Fewer, intellectual property and technology lawyer and acting director to the Samuelson-Glushko Canadian Internet Policy and Public Interest Clinic, brings a decade of practice experience to CIPPIC's advocacy on intellectual property and technology files. Prior to joining CIPPIC, Mr. Fewer practiced intellectual property and technology law with national firms in British Columbia and Ontario, and clerked with the Federal Court of Canada. He completed an LL.M. at the University of Toronto, where he wrote on intellectual property policy and the application of the Charter to copyright law. He has taught and written extensively on intellectual property and technology law issues, and is a frequent commentator in the media on such issues.

Don Quarles (Moderator) is the Executive Director of " Songwriters Association of Canada" (S.A.C.). He has spent the last 20 years as an event producer, most recently at the Hummingbird Centre for the Performing Arts where he was involved in well over 7,500 events. He has been regional workshop coordinator for the NSAI (Nashville Songwriters Association International) for the last seven years and helped to develop the School Alliance of Student Songwriters (SASS), a program designed to bring songwriting into Canadian elementary and secondary school classrooms.