



**MMF-US – E-NEWSLETTER (November 2009 ) - *Extra MMF-US FEATURE***

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**MEMBER/MANAGER ANNOUNCEMENTS**



**MMF DISCOUNT for REGISTRATION at SXSW-2010**

Here is info on obtaining the 2010 MMF registration discount.

The discount reflects the lower price from the previous registration period.  
Members must use the SXSW online form to access the discount. The start page is  
<http://sxsw.com/attend>

Returning registrants can use their existing user name/password, new registrants must create a new account in the SXSW E-Commerce system.

Here is the coupon code which will allow MMF members to get the registration discount.

reg-music-mmf\_dcszrhuceq

This code is to be entered in the online registration form when prompted in the checkout process.  
Please direct any questions regarding registration to [reg@sxsw.com](mailto:reg@sxsw.com) .

We look forward to seeing many MMF members in Austin next March!

Andy Flynn  
South By Southwest Music Conference  
[www.sxsw.com](http://www.sxsw.com)

**MMF NOTE OF IMPORTANCE: THE NEXT REGISTRATION PERIOD ENDS ON FRIDAY, NOVEMBER 13, 2009**

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It was decided not to plan a MMF@SXSW showcase in 2010. The MMF@SXSW committee will be planning a robust showcase plan for 2011 with significant lead time...mirroring SXSW structure with details to be announced to all members in the early summer of 2010.

For 2010, MMF will have a MMF/IMMF member registration discount (see above) and a Managers Peer Group meeting. Stay tuned for a news update on further MMF events at SXSW 2010.

[WWW.SXSW.COM](http://WWW.SXSW.COM)

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### **A2IM is asking for your help:**

If there's one thing we can all agree on it's that **STEALING MUSIC SUCKS**. But we need you -- and your artists, staff, and friends -- to join our independent music label members to engage in a conversation with music fans to educate, inform, and effect change.

We believe this conversation must be led by artists and that this conversation is worth having. While a series of failed initiatives by the "music industry" may give pause, there's plenty of cause for optimism as well -- with a good example being the reaction in the press and from other musicians to Lily Allen's [blog post](#) about P2P file sharing. While Lily speaks to a certain fan base, with the help of our community, we can activate working class musicians from many genres - and reach those fans - and to be successful we'll need to have everyone involved.

Why does this matter?

Because fans need to know that not paying for music hurts far more than just "fat cat executives."

Because the screaming voices of "free-tards" can't be allowed to drown out the conversation at the expense of musicians.

Because thousands of sincere and dedicated independent music labels aren't about to willingly cede their rights to complain when their businesses are being destroyed, and when art is being compromised.

Musicians have a direct relationship with their fans. They can let fans know that it's not OK to think purchasing a T-shirt or a concert ticket is an excuse for pirating an album. They can let fans know that for-profit free music websites who share no revenues or pay no royalties -- with a business agenda of their own -- don't get to decide

that the "promotion" an artist receives is compensation enough.

We'd like to invite you to **JOIN US NOW** by asking your artists, staff, and friends to help educate music fans that **STEALING MUSIC SUCKS!**

### Here's How You Can Get Started:

#### JOIN THE STEALING MUSIC SUCKS FACEBOOK GROUP:

A couple of A2IM members have created a [Facebook group](#) called "Stealing Music Sucks" that is open for anyone to join. If you're on Facebook, join the group now and encourage your friends to do so as well. It's a central communication portal for musicians, fans and supporters of music to share ideas and educate one another when we see something in the press that lies to fans about what illegal P2P really means. Also, place a link to the Stealing Music Sucks group on your own website.

#### CREATE A QUICK DIY/VIRAL VIDEO:

Ask your artists (or help your artists) create a 1 minute DIY type video PSA that creatively expresses what it means to a musician or label to hear from fans that we shouldn't complain. To hear that "fans" think it's ok to take the music we create without paying.

Please make sure that the PSA properly respects copyright and that the artist created video uses controlled compositions and that any copyright clearances are obtained.

An A2IM member has created 2 such video PSAs that can be seen on [YouTube](#). We're encouraging everyone to post these videos on their Facebook pages, on their websites, and to make more videos so that we can use our greatest resource: our artists' creativity to communicate the message that to take music for free is stealing and that stealing music sucks.

#### GET IN TOUCH AND KEEP US INFORMED:

Contact [jim.mahoney@a2im.org](mailto:jim.mahoney@a2im.org) every time you see a published article or see or hear a broadcast interview in which someone is being passed off as a reputable source and he or she espouses that "music should be free", that "free P2P helps artists and only hurts fat cat executives", or that "artists don't need labels, all they need to do is record their music and make it available and they'll be successful". Include a link to the item. A2IM can have our fantastic PR firm, Shore Fire Media, seek an opportunity to offer the opposing viewpoint.

### What's Next:

A2IM is here and we can be a communication portal to support this effort. But if we're to have a chance at being successful in convincing our fans that they're hurting the musicians and indie labels they claim to love, this *must* come from those same artists and labels.

To be effective this campaign must be both organic and viral. The emphasis must be placed on and the message must come from working-class musicians and the small businesses that are indie labels -- those who are most affected.

This kind of campaign can't be carried by A2IM, we need your help. And the more traction we get as musicians and indie labels create videos, the more artists will see the videos that have been done by musicians they like, and the more they'll want to participate too.

The blogosphere and the mainstream press have been filled with propaganda for years about how "music wants to be free." In reality, a small but very loud group wants music to be free -- or perhaps more accurately doesn't feel like paying -- and they wrap their cause in a warped 'us against the man' philosophy.

Let's not let it work this time. **STEALING MUSIC SUCKS** is not a lobbying campaign and it's not funded by "fat cat executives," it's created by the independent music community. Our community. And when they go digging all there is to find is musicians and indie labels communicating to their fans. So please lend a hand: **SPEAK UP!**

**DON'T SIT BACK AND ALLOW OTHERS TO DETERMINE THAT YOUR MUSIC DOESN'T HAVE VALUE!**

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## **MMF-FRANCE CELEBRATES 10 YEARS!**

Hello Everyone,  
I know you're all looking for a good reason to come to Paris, and what better reason than a celebration?  
10 Years of MMF in France !!!!!

Date: Friday, November 20th  
Time: Starting at 5PM

Place: The Indie Music Event  
Kiron espace  
10 rue de la Vacquerie  
75011, Paris

We've partnered with this brand new music marketplace to focus on MMFF, the book "profession manager" which will be published by IRMA, and the usual debate on the future of management. (And because we're mature managers, we also partnered with a great Champagne company)

RSVP's: as our guest, attendance at this year's is free.

courtesy of: MMF-France

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**MIDEM** : January 24 – 27, 2010 • **MidemNet** : January 23 – 27, 2010

Palais des Festivals, Cannes, France

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

MIDEM is reaching out to managers regarding their conference, the world's premier music industry market and conference, which takes place in Cannes, France every January.

NOW featuring combined **DISCOUNTED** Midem & MidemNET registration for MMF /IMMF members rates. Great access, interacting with managers and high-quality programming other industry colleagues from around the globe.

ADDITIONAL new programming, after successful initiation last year:

The MIDEM+ event is dedicated to delegates who are looking to radically boost their networking and business efficiency. Throughout the 5 days, MIDEM+ event allows them access to premium networking events, one-on-one meetings with new-music business, new economy experts, and an exclusive networking zone with dedicated services.

MIDEM+: Your exclusive access to customised business solutions at MIDEM, the world's music community

MIDEM+ is an innovative solution to personalise and maximise your MIDEM experience:

- Personal networking recommendations from MIDEM+ connectors
- Customised business consulting from MIDEM+ experts in fields of interest for managers:
  - > Digital marketing-broad spectrum & narrowcast.
  - > Synchronisation-TV, Film, games, interactive, Internet
  - > Working with brands
  - > Building artist marketing plans- across platforms
  - > Finding, identifying, best chances for securing funding sources
- Exclusive networking events and dedicated services throughout MIDEM

Participants at MIDEM have access to exhibiting companies from every sector of the music market and gain valuable insights through top-level speaking panels and conferences. We also have an extraordinary choice of concerts every evening and during the day at the Magic Mirrors pavilion. Simply put, Midem is where the music industry meets to make business internationally.

MMF/IMMF will have a stand/space in the exhibition hall again this year. MMF members qualify for a discount so please inform the sales representative before purchasing your credentials, or contact MMF-US's international representative Steve Garvan via email - [steve@garvanmanagement.com](mailto:steve@garvanmanagement.com)

Feel free to contact the MIDEM Sales Representative below directly if you have any questions or concerns.

Alex Mallett  
Sales Representative, participants  
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Please find a discount link for **MUSEXPO West Hollywood 2010** (April 25 – 28) for members of MMF/IMMF. Please do not hesitate to contact me should you have any additional questions, we look forward to you and your members joining us.

**The early bird registration of \$495 expires soon.** Registration also includes access to complimentary networking breakfasts, lunches, tea-times and evening buffet/cocktail parties as well as all the interactive panels/seminars and showcase events, as well as the international networking lounge and business center we'll have at MUSEXPO for the duration of the conference for registered delegates. MMF/IMMF members are eligible for the early bird rate by clicking [HERE](#).

MUSEXPO is one of the world's premiere music, media and technology conferences and will host its sixth annual **MUSEXPO** event at The London West Hollywood Hotel located in the heart of the legendary Sunset Strip. MUSEXPO West Hollywood 2010 will take place **April 25 – 28, 2010** and will once again attract some of the most influential executive talent from around the globe. MUSEXPO has already proven to be an important 'red-letter date' on the international music business calendar...an annual event that brings key music and media creative talents and executives from around the world, as well as to showcase new emerging global talent. Because of the focus and quality of MUSEXPO – it has become a very key platform for many to do tangible business and build priceless relationships to worldwide. MUSEXPO will provide networking opportunities for its delegates and speakers to interact and unearth new opportunities in the global market place from both a creative and commercial stand-point. In addition, MUSEXPO W. Hollywood will also feature the Global Synch and Consumer Brands

summit at its event with leading music supervisors and ad agencies for a day long focus on music and visual media.

In just five short years, MUSEXPO has attracted many of the world's most influential music, media and technology executives For more information, log on to [www.musexpo.net](http://www.musexpo.net).

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PLEASE JOIN MUSICARES and SONY ATV MUSIC PUBLISHING  
for this IMPORTANT and TIMELY EVENT!

Addiction, Relapse and Recovery in the Music Business

Substance abuse continues to destroy the lives of many of our most creative artists and music industry professionals. To address that issue head-on, an impressive group of addiction experts and music industry professionals will discuss the challenges inherent in getting and staying clean and sober in today's music industry. We will also focus on identifying and developing industry and community resources for musicians in need of recovery services.

Wednesday, December 9<sup>th</sup>, 2009

at

Sony ATV Music Publishing, 550 Madison Ave., 28<sup>th</sup> Fl., NYC

Registration/Refreshments at 3:15 pm

Panel from 3:30 pm to 5:00 pm

Panel participants include:

**Dr. Scott Bienenfeld, M.D.**, Addiction Psychiatrist, Road Recovery Board Member

**Jay D.**; Musician

Michael McDonald; Manager

**Walter Scanlon**; PhD, MBA, CEAP, Interventionist, Author

**Neil Lasher**; (Panel Moderator); Sr. Consultant Promotion Marketing, Artist-Label-Manager Relations, Sony ATV Music Publishing; CASAC (IT)

Please RSVP by calling 212-245-7840 or emailing [RSVP\\_MCNY@GRAMMY.COM](mailto:RSVP_MCNY@GRAMMY.COM)

For more information about MusiCares visit [www.musicares.com](http://www.musicares.com)

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## **MUSIC INDUSTRY NEWS & ANNOUNCEMENTS OF INTERST TO MMF-US MEMBERS:**

### **IODA Expands Music Catalog with New Artists and Labels from the United States and EuropeV2**

IODA Expands Music Catalog with New Artists and Labels from the United States and EuropeV2 Benelux, Union Square Music, Jade Tree, Roy Orbison Jr's NooN Music and More Select IODA for Digital DistributionSan Francisco, Calif. — November 4, 2009 — IODA, a leading distributor of independent music and film, today announced it has signed new artists and labels for distribution. New labels V2 Benelux, Union Square Music, the Agriculture Records, Asian Man Records, Barge Recordings, Catsup Plate, Captured Tracks, Jade Tree and NooN Music join IODA's growing roster. IODA also has signed the recently reunited band That Petrol Emotion, who will be digitally re-issuing their albums Fireproof and Final Flame. Separately, IODA is also distributing their debut album Manic Pop Thrill via Demon Music Group. "As an independent company, we were drawn to IODA's similar roots," said Tom Willinck, of V2 Benelux. "IODA not only has a deep understanding of the needs of independent labels and artists but also has developed sophisticated solutions for that community. We look forward to bringing our artists to music fans worldwide through IODA's large digital network." These new additions to IODA's expanding music catalog will be distributed through its network of more than 400 digital retail outlets, mobile retailers and subscription services around the world.

"The range of artists and labels we have teamed up with is a direct reflection of the diversity of our catalog," said Erik Gilbert, IODA's Vice President of Content. "We look forward to bringing the great music coming out of these well-regarded labels and artists to fans worldwide."

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## **Dee Anthony dead at 83**

By THE ASSOCIATED PRESS

Last Updated: 27th October 2009, 10:56am

SOUTHPORT, Conn. — Dee Anthony, who began a 40-year music-managing career representing neighbourhood friend Jerry Vale in the 1950s and later worked for Tony Bennett, Peter Frampton and other popular artists, died Sunday. He was 83.

The Southport, Connecticut, resident died at Norwalk Hospital of pneumonia, said family spokesman Jay Strell.

Anthony was Frampton's manager when the singer-guitarist released the wildly successful "Frampton Comes Alive" album in 1976. He also represented British acts including Traffic, Jethro Tull and Joe Cocker when they first came to the United States in the mid-1960s, Strell said.

Born Anthony D'Addario, he grew up in the Bronx and met Bennett in 1954 at a nightclub in Yonkers, according to an obituary prepared by his daughter, Michele Anthony, former president and chief operating officer of Sony Music. He represented Bennett for more than a decade.

Anthony founded Bandana Enterprises with his brother, Bill, in 1968. The company managed a host of bands including The J. Geils Band, Ten Years After and Emerson, Lake and Palmer.



Anthony went on to represent Peter Allen and Devo in the 1980s and retired in the mid-1990s

And as I was reminded this morning:

Dee's 3 core Management principles / rules were:

#1 Get the money

#2 Don't forget to get the money

#3 Always remember: Don't forget the money (there is also an alternative to #3: Always remember rule 1 and 2)

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## Taylor Swift Makes History At 43rd Country Music Awards

Posted: November 11, 2009

NASHVILLE, TN (AP) -- All four of the guys who lost to Taylor Swift for entertainer of the year at the Country Music Association Awards made a tactical error: They asked the crossover sensation to open for them in their concerts. Swift quickly shed her opener status and shook up the music world with an incredible year that included the best-selling album, a concert tour that sold out almost immediately and, now, a historic night at the CMAs that included becoming the youngest winner of the association's highest honor. "Yeah, next year we're not going to take any opening acts out," Brad Paisley said jokingly.

The CMA's more than 5,000 members \_ often cited as a conservative bunch \_ seemed as taken with Swift as the rest of the music world has been. She won all four awards for which she was nominated, snapping Kenny Chesney's streak of four entertainer wins in the last five years and Carrie Underwood's three-year run as top female vocalist.

Chesney hugged and kissed Swift on her way to the stage and most of her peers hailed her Wednesday night during the ABC telecast at the Sommet Center.

"She has taken the music world by storm," Paisley said. "She's the biggest artist in music right now, by far. It's hands down. She's entertainer of the year in country music, no doubt, and I'm really proud of her." Association members didn't stop with Swift, making interesting choices in most of the 12 categories. Darius Rucker became the second black performer to win a major individual award when he took new artist, joining Charley Pride, who took entertainer of the year in 1971 and male vocalist in 1971-72. "Making this record, I never thought about being an African-American guy making a country record," said Rucker, whose "Learning to Live" sold 1 million copies this year. "I just thought I was a guy making a country record until my first song went top 20 and people started talking about it. I'm proud of that, I'm proud of being that guy who has taken up where Charley Pride left off."



Sugarland (AP)

Lady Antebellum, winners of two awards, ended Rascal Flatts' six-year run in the vocal group category. And Jamey Johnson, known for his outlaw country sound and wild beard, won song of the year for "In Color" with Lee Thomas Miller and James Otto. Paisley was the only other winner with multiple awards, taking male vocalist for the third straight year and event for his duet "Start a Band" with Keith

Urban. Swift also won album of the year for "Fearless," the top-selling CD of the year, and video of the year for "Love Story."

After being presented with the entertainer trophy by her childhood idol Faith Hill, Swift called her band on stage and was the center of a group hug as fans cheered wildly, holding signs that said, "We love you, Taylor." Her father cried in the audience. "I'll never forget this moment because in this moment everything that I have ever wanted has just happened to me," Swift said through tears. Several women country music artists said they were pulling for Swift, including Barbara Mandrell, one of six female acts to win entertainer of the year and the only to win it twice. "I think it will be exciting to see where she takes it because she entertains you," said Mandrell, the first two-time winner of entertainer of the year, who was honored for her election into the Country Music Hall of Fame.

Organizers gave a nod to Swift's popularity, asking her to play two songs during the show. She opened with a rousing rendition of "Forever & Always," throwing a chair from a raised podium, sliding to the floor on a pole, then dropping to her knees to sing the song's bridge. She also played acoustic guitar while singing "Fifteen" as a few dozen fans waved their arms around her. The year's not yet over for Swift, but she's already identified the high point in a 2009 that included so many milestones. "I think about 37 minutes ago is what stands out for me my whole life," Swift told reporters backstage. "You guys, I didn't expect to win, so I'm really at a loss for words."

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Swift (AP)

## Investigation Into Taylor Swift Ticket Holds Sparks Controversy

Posted: November 12, 2009

NASHVILLE, TN (CelebrityAccess MediaWire) -- An investigative report by a Nashville CBS affiliate WTVF has revealed some ugly facts about ticketing practices at in the wake of a sold out Taylor Swift gig at the Sommet Center. Tickets to the show sold out almost immediately, leaving many fans shut out from seeing the popular performer. When questioned by reporters about the tickets, Swift's reps suggested that reporters speak with Ticketmaster, however WTVF's investigation reveals that a very small percentage of the available seats at the venue were actually put on sale.

According to WTVF, of the more than 13,330 seats at the concert, only 1,591 were released to for sale to the general public. The remainder of the seats were held back; some for the artist, promoter, agents, and venue and promotional events but others were held for various presales such a radio promotion and fan clubs. Still more tickets (almost a third of all of the available seats) were held back for the well-heeled. The tour was advertised as an American Express Event, leaving blocks of some of the best tickets available only to American Express Centurion, Platinum, Gold and Blue card holders. 2,500

tickets were also set aside for Taylor's fan club but few provisions appear to have been made to prevent speculators from reselling these tickets and they soon started to appear on secondary market auction websites at inflated prices. WTVF found one instance of two tickets allocated to the fan club being listed almost immediately for resale at \$1,177 each on TicketsNow.com.

Swift's promoter, Louis Messina told WTVF that Taylor had tried to avoid having her tickets scalped. According to Messina, Swift was offered a similar deal to the one that Keith Urban struck with Ticketmaster that allowed to Urban auction off some of his own tickets for sale to the highest bidder. Messina says that Swift passed on the idea.

"She called and said 'We can't do that That means I'm like scalping my own tickets.' So it cost her millions and millions of dollars, I means millions of dollars, to not to do that," Messina said. "In her world, she wanted to sell every ticket for \$20. She wanted to go, 'I just want my fans to be able to come to my shows.' So I said, 'Taylor, you can't do that 'cause you can't afford that. It would cost you so much money.'" Messina added. Messina went on to note that deals like the arrangement with American Express help keep the price of tickets down. "It's a great marketing vehicle for us. They spend a lot of money -- full-page ads in the New York Times, which cost \$150,000 to buy, full-page ads in the Philadelphia newspapers and LA. It just helps offset some costs." Messina told WTVF's Paul Williams.

- CelebrityAccess Staff Writers

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### **Watch Concerts Free Online At BillboardLive.com**

Posted: November 11, 2009

LOS ANGELES (AP) -- A new Web site allows music lovers to watch concerts for free online, choosing from five different camera angles as they watch. www.Billboard.com says its new concert-viewing Web site offers visitors different perspectives on performances by Alicia Keys, Usher, David Archuleta, Daughtry and other artists yet to be announced.

Music fans can select from five different views as they take in full concerts by these artists, focusing solely on the drummer or guitarist if they choose. The site also allows visitors to use Twitter or Facebook during the Webcast without leaving the show. The application is also available on the iPhone. New concerts will be added through February.

Founder Michael Williams says the site is "reconnecting artists with their fans, for free."

-From Encore E-Newsletter

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### **Island Def Jam(s) With Tunecore**

Posted: November 11, 2009

NEW YORK (CelebrityAccess MediaWire) -- Island Def Jam Music Group has partnered with TuneCore to launch IDJ First Look a new web portal that provides unsigned artists with potential access to such coveted major label services as worldwide distribution and marketing.

Through this new partnership, unsigned artists using Island Def Jam Firstlook will not only be able to get their music distributed to such leading retailers as the iTunes Store, Amazon MP3 and eMusic, among many others, but may have the chance to gain the attention of Island Def Jam's hit-making creative staff for possible upstreaming and/or marketing and promotional opportunities.

"We are delighted to team up with TuneCore, a company that shares our commitment to unsigned artists and to creating even more value for music on the Web," stated Christian Jorg, Senior Vice President of New Media & Commerce for Island Def Jam. "As the music industry continues to transition, we believe it's crucial to offer independent musicians real opportunities to be heard and possibly discovered."

"Island/Def Jam is one of the most successful and recognizable record labels on the planet. I am really excited to provide any artist that wants it unique access to reach the people within Island/DefJam with a new model; the artist, gets distribution and an association and potential larger relationship with IDJ," stated Jeff Price, CEO and Founder of TuneCore.

--by CelebrityAccess Staff Writers

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### **UMG Down In Q3**

Posted: November 12, 2009

NEW YORK (CelebrityAccess MediaWire) -- Universal Music Group has released their Q3 results, posting a loss behind what Philippe Capron, CFO of Activision characterized as a "significant decrease in revenues."

Universal Music Group's revenues declined 5.2% compared to the first nine months of 2008. A 21% growth in digital sales, higher merchandising and music publishing activity were offset by falling demand for physical media and lower license income in addition to a light release schedule. At constant currency, revenues declined by 8.4%.

Universal Music Group's EBITA of €269 million declined 34.1% compared to the same period last year with lower recorded music sales and an unfavorable sales mix. A decline in licensing income including copyright settlements, offset growth in music publishing and contributions from new business initiatives, such as merchandising, in addition to cost savings. Earnings were also hurt by a one-time €49 million charge related to UMG's ongoing reorganization efforts.

- CelebrityAccess Staff Writers

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**NOTE TO MMF-US MEMBERS:**

For consideration of your news posts at [www.mmfus.com](http://www.mmfus.com) and MMF-US's official social network pages established at Facebook & Myspace, MMF-US members are always welcome to submit press releases and news announcements concerning their management companies, special events, and artist achievements by sending an email to [funpalace@walrus.com](mailto:funpalace@walrus.com) (hit reply).

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**Special thanks for contributions by:**

Barry Bergman, Perry Resnick, Steve Scharf, Steve Garvan and compiler/editor Jack Bookbinder.

**[WWW.MMFUS.COM](http://WWW.MMFUS.COM)**