

**MMF-US – E-NEWSLETTER (October 2011) - *Extra MMF-US FEATURE***

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**MEMBER/MANAGER ANNOUNCEMENTS**



MMF-US has secured a 2012 MMF registration discount for its members wishing to register for the SXSW Music/Film/Interactive Conference (March 9-18, 2011). 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. This discount is only available for the purchase of a Music registration.

**reg-music-mmf\_i7b3re4s7y**

This code is to be entered in the online registration form when prompted in the checkout process. This code is good for MMF members only. SXSW will verify all discounted registrations. 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

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Andy Flynn  
SXSW Music Conference

**STATISTICS FOR SXSW MUSIC 2011:**

- Music Festival Showcasing Acts: 2,098; International acts: 596 from 57 foreign countries
- Music Festival Stages: 92
- Music Festival Bands That Applied: 10,915

- Music Conference Participants: 16,353 (from 53 foreign countries)
- Music Conference Sessions: 181
- Music Media in Attendance (approximate): 2,941
- Auditorium Shores Stage Attendance over 3 days: 45,000

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## MMF-US DUES

MMF-US Members:

**MMF-US membership dues for 2011 through 2012 are due.** Please take care of your payment today so the MMF can continue the vital work it has done for the past 18 years on behalf of managers and artists worldwide. We really need your support to continue our work.

To renew your MMF-US membership, please fill out all fields of the Membership Application online.

Please pay by credit card using PayPal (PayPal account is not necessary, you can just use a major credit card).

Please use the following link from the MMF-US website to renew:

<http://www.mmfus.com/join-and-renew/application>

In addition, please fill out the Membership Submission Form with your PayPal or credit payment.

Alternatively you can send a check for \$75 payable to “Music Managers Forum-US” and mail it to THE NEW MAILING ADDRESS:

**MMF-US**  
**PO Box 419**  
**New York, NY 10156**

If you have any questions regarding payment of dues, please contact President Barry Bergman at [barrybergman@earthlink.net](mailto:barrybergman@earthlink.net)

Please note, membership dues will increase in early 2012 so take advantage of the current rate now.

The MMF-US is an all-volunteer organization with no paid employees, so your prompt payment of membership dues is vital for us to continue this important work. Please [contact us](#) if you would like to get more involved in MMF-US activities. Thank you for your support.

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**THE NEW [WWW.MMFUS.COM](http://WWW.MMFUS.COM) IS HERE!!!**

Did you visit [www.mmfus.com](http://www.mmfus.com) - our new and improved website with the following updated sections including:

- \*NEWS (with linked feeds)
- \*INDUSTRY SPOTLIGHT
- \*ABOUT THE MMF
- \*RESOURCES
- \*MEMBERS ONLY AREA (including a Discussion Form)

This new and interactive website for the Music Managers Forum-US requests your input, activities, member news and content, and you can submit to [info@mmfus.com](mailto:info@mmfus.com)

Special thanks to President Barry Bergman and Board Member Justin Seidenberg for their hard work and oversight of a completely new website.

For consideration of your news posts at the newly revised [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 [info@mmfus.com](mailto:info@mmfus.com)

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midem: JANUARY 28 – 31, 2012 | PALAIS DES FESTIVALS, CANNES, FRANCE

**midem** is the place to discover great opportunities to grow your business. Meet with the world's music community and all the new segments – notably brands and technology - that will help you to engage audiences.

midem 2012 will bring you more reach, more people, more expertise, more networking and more business.

Your key benefits in attending midem

- Sign deals with international music professionals
- Grow your business with tech, brands & advertising
- Source talent at midem festival concerts and midem off showcases
- Learn how to monetize music & engage fans from top experts and innovators
- Enjoy a buzzing, professional environment

dem for your money. Access for **€650 before 15 November**.

Sign Up Now For €650

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

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**ShowClix Ticketing Presents  
BILLBOARD TOURING CONFERENCE & AWARDS**

November 9-10, 2011 at The Roosevelt Hotel, NYC

LAST CHANCE TO REGISTER

<http://pgmmail.net/r/?ZXU=1737381&ZXD=19739555>

NEW Program Announcements:

KEYNOTE: The Perry Farrell Q&A - Music pioneer and Lollapalooza/Jane's Addiction co-founder Perry Farrell will take part in what's sure to be a fascinating Q&A session.

Panel Highlight - Are We Out Of The Woods Yet? Featuring:

- CHIP HOOPER, Music Department Head, Paradigm Talent
- CHRIS LIGHTY, COO, Primary Violator
- LOUIS MESSINA, President, TMG/AEG Live
- BOB ROUX, President, North America Concerts, Live Nation
- CHARLIE WAKLER, Partner, C3 Presents

<http://pgmmail.net/r/?ZXU=1737382&ZXD=19739555>

BILLBOARD TOURING AWARDS presented by Wells Fargo Theatre Honoring the top artists, venues and professionals of the year.

The 2011 Legend of Live Award Recipient - JOURNEY The 2011 Humanitarian Award Recipient - CORAN CAPSHAW

\*The Inaugural Apple Recipient - PERRY FARRELL

\*Considered by many as the founding father of the contemporary concert promotion business, Bill Graham famously gave patrons of the legendary Fillmore in San Francisco an apple-or two-at shows, and was notoriously obsessed with improving the fan experience. In honor of Graham's focus on customer service and his skills as a promoter, the Apple will go to a visionary artist or touring professional who goes the extra mile in making sure fans enjoy an exemplary concert experience.

PLUS - Full List of Finalists Will Be Announced Next Week!

<http://pgmmail.net/r/?ZXU=1737383&ZXD=19739555>

Seats Are Going Fast, Register Today Before It's Too Late!

<http://pgmmail.net/r/?ZXU=1737384&ZXD=19739555>

Registration: 212 493 4041  
<mailto:Conferences@Billboard.com>

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***ISIVE VIP INVITE***

**LAUNCHFEST PARTY AND DEMO NIGHT IN LAS VEGAS  
, JAN 11. DURING 2012 INTERNATIONAL CES**

*tober 26, 2011: FIRST 500 TICKETS FREE FOR PARTY; ONLY 200 TICKETS LEFT*

**HERE FOR 5TH ANNUAL PARTY**

LaunchFest Party  
Wednesday, January 11, 2012  
5pm-9:30pm

Free party after 8pm. Dinner, networking and experts 5pm-8pm **\$50 earlybird rate**; later \$75.

[www.ceslaunchfest.eventbrite.com](http://www.ceslaunchfest.eventbrite.com)

Location: Clarion Hotel Theatre 303 Convention Center Way, Las Vegas.

Producer: iHollywood Forum Info: 310 736 1541 [Zahava@Digitallivingroom.com](mailto:Zahava@Digitallivingroom.com)

*Event is independently produced and not affiliated with any trade shows.*

Attend with **1000 business executives and decision makers** from consumer electronics, media, entertainment, e-commerce, mobile, technology, digital media, law, finance, blogging, banking, investing, marketing, services, web applications, and retail.

**View cool demos** of newly launched startups and new products from established companies

**Mingle** with a dazzling roster of senior executives and key decision makers

**Enjoy lively networking** and free drinks; with option to purchase buffet dinner or attend dinner by sponsors

**Join small group discussions** with experts on cutting edge topics with industry influencers

**Get exposure** from international press and analysts

**Pitch your ideas** to investors and get immediate feedback

**THE EXPERTS ROUNDTABLES**

Attendees can choose to attend two 30 minute sessions where experts will be placed in 10 different roundtable groups. Attendees can select their room for a discussion on the topic led by the expert. We are now accepting experts to participate in discussions.

**Agenda:**

- 11:00-12:00 Lunch Seminars
- 12:00-1:00pm Networking Dinner
- 1:00-2:00pm Expert Discussions
- 2:00-9:30pm Networking Party and Demos

**HOW TO APPLY TO SPEAK AS AN EXPERT**

Attendees will lead two informal discussions in your room from 7:00-8:00 pm. for 30 minutes each We do not require attendees to be experts. Send us topics or review topics below. Send us your bio, areas of expertise, examples of clients or partners, and suggested topics to [speakers@AngelLaunch.com](mailto:speakers@AngelLaunch.com) "ExpertSpeaker" in the subject line.

**Suggested Expert Topics include:** Consumer Electronics; Attracting Venture Capital; Preparing a Business Plan; E-commerce and Social Commerce; Mobile Apps; Social Media; Connected Cars; Digital Sports; LinkedIn;

n Devices; Advertising Trends; Location Based Services; Using Social Media for PR; Smart TV; k Trends; and many more on our website.

**JR LIST FOR OTHER FREE OR DISCOUNTED EVENTS**

join our mailing list for notices of other events including free parties, mixers and industry conferences.  
[www.joinihf.eventbrite.com](http://www.joinihf.eventbrite.com)

**TO SPEAK OR PITCH TO INVESTORS AT DIGITAL LIVING ROOM SUMMIT AND VENTURE FORUM 8 SAN JOSE**

now accepting demos, startups seeking funds to pitch to investors, and attendees. View details at  
[jitalivingroom.com](http://jitalivingroom.com)



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**FROM MusiCares:**

**BE A PART OF HEART CAMPAIGN:**

Dear Friend of MusiCares,

Please remember to check out of Be A Part of the Heart Campaign at [www.beapartoftheheart.com](http://www.beapartoftheheart.com). Please spread the word on your Facebook pages or talk to your friends about this effort. Any avenue to help spread the word will be greatly appreciated!! Know that you will be instrumental in helping us continue to provide vital support for the music industry!

We believe that enough people love music and have generous hearts that they will voluntarily donate as long as they are aware of the need. We are looking to build a community of folks who CARE about music and the artists who create the magic.

**We need your help to make it happen! Please log on to <https://beapartoftheheart.com> and donate \$1 to MusiCares today!**

And here is what else you can do.....Please consider taking a few of the following steps:

**If you are on Facebook:** Please “like” MusiCares® at <http://www.facebook.com/MusiCares> and then, share with your personal networks.

For every 1000 people who are fans of MusiCares® on Facebook another 10K will see the postings . For every 1000 people who are fans of the page, the campaign raises about twice that number in donations. Two clicks of the mouse and you have helped a lot!

**If you are on Twitter:** Please follow @MusiCares and consider a few tweets for their benefit. Here are some samples that you can use or customize as you wish. They can also be your Facebook updates:

- No one ❤️ music like I do and that's why I have joined @MusiCares and am A Part of the Heart <http://www.facebook.com/MusiCares>
- Because musicians need a support network too <http://www.facebook.com/MusiCares> - please Be a part of the Heart <http://bit.ly/BAPOTH>
- Give a Little love back to all the musicians who work so hard to enrich our world: <http://www.facebook.com/MusiCares>
- <http://on.fb.me/LikeMusiCares> Help @MusiCares\_ help musicians and keep the music alive.

<http://bit.ly/BAPOTH> Please RT

**Not very Social Media Savvy?** No Problem! Pretend this is a chain letter promising good luck and beautiful music to remain in your life. Forward this information to your email contacts!

**Does your artist have any upcoming shows?** Talk about the campaign at your clients' concerts and encourage the audiences to go to [beapartoftheheart.com](http://beapartoftheheart.com).

**If you have a blog or website:** Please add the badge you see above. Here is the code that you can copy and paste:

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<a href="https://beapartoftheheart.com/"></a>
```

Do you have a story to share? Do you know someone who would be passionate about this endeavor and would like to do more to help? Please let MusiCares know. You can send emails to [musicaresfoundation@yahoo.com](mailto:musicaresfoundation@yahoo.com)

As Confucius says “Music produces a kind of pleasure which human nature cannot do without”

Thank you so much and let's work together to keep making music!

Thanks so much for your support of our work!

Dee Dee Acquisto, M.S.  
Senior Director, Health and Human Services  
[deedee@grammy.com](mailto:deedee@grammy.com)

MusiCares  
East Region  
11 West 42<sup>nd</sup> Street, 27<sup>th</sup> Floor  
New York, NY 10036  
212.245-7840 p. 877.303.6962 toll free  
[www.musicares.com](http://www.musicares.com)

also from MusiCares:

### MusiCares Offering Variety Of Fall/Winter Clinics

Throughout the coming months, MusiCares will offer a range of free health and dental clinics for music professionals in need. Services will include comprehensive physical exams, blood and laboratory tests, dental screenings, X-rays, and free mammograms, among others. For more information and to find a clinic in your area, see below.

Oct. 29 — [Health And Resource Fair: Los Angeles](#)

Nov. 10 — [Dental Clinic: Chicago](#)

Nov. 12 — [Mammogram Clinic: Los Angeles](#)

Nov. 15 — [Medical Clinic: Nashville](#)

Nov. 17 — [Dental Clinic: Denver](#)

Nov. 17-18 — [Dental Clinic: Nashville](#)

Dec. 8 — [Dental Clinic: New Orleans](#)

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

### **RCA RECORDS CEO: JIVE, J & ARISTA TO BE SHUTTERED, ARTISTS MOVING TO RCA**

Despite saying that **Jive, J** and **Arista** labels 'are not going to go away,' new **RCA Records** CEO **Peter Edge** and President/COO **Tom Corson** confirmed longstanding and oft-repeated rumours that the imprints would be shuttered and their artists moving to RCA. You can find The Hollywood Reporter's article, *RCA Records' Peter Edge & Tom Corson on Why the Label Downsized and its Place in Sony's Big Picture* here at <http://t.co/QA79tI8m>. On a related note, **Sony Music Nashville** CEO **Gary Overton** weighed in that **Arista Nashville** 'remains unchanged' and not closing that you can read at <http://bit.ly/no1XSn>

-reported by Music Registry

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## Google To Launch Music Service Without Sony And WMG?

Posted: October 25, 2011

MOUNTAIN VIEW, CA (From Encore News via Hypebot) -- Google wants to launch its music download service as soon as possible, a source tells Hypebot. Team Google reportedly believes that a unique music sharing feature combined with its own social network Google+ will set it apart from competitors. In fact, the pressure to launch is so strong that it may move forward without all of the major labels aboard.

Sony is reportedly taking the often heard position that Google does not do enough to fight piracy. Getting further in bed with the company, according to Sony, sends the wrong message. Warner Music simply wants more money, according to the WSJ. Google's music locker is free and Apple is about to launch music-locker iTunes Match, charging \$25 a year and reportedly sharing 70% of that with the labels.

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## Fans May Have To Wait A Bit Longer For Coachella

Posted: October 17, 2011

COACHELLA, CA (from: CelebrityAccess/MediaWire) -- It may be too soon for music fans to psych themselves up for the next Coachella Fest. The status of the 2012 Coachella Valley Music & Arts Festival, scheduled for the weekends of April 13-15 and April 20-22, 2012, is in question.

The city of Indio has delayed signing a contract with Goldenvoice, the festival's organizer & promoter, after nearby city La Quinta asked for a thorough "environmental review" of the grounds, according to Examiner.

The city says that patrons of the weekend festival "destroy our environment", presumably through camping and the high volume of traffic and visitors that the fest brings with it.

However, motives for the delay may not be completely honorable. According to LA Weekly, "the new contract, however, gives Indio less of a reason to complain -- and to want to conduct the lengthy review -- than its much wealthier neighbor: in addition to expanding Coachella to two weekends (April 13-15 and April 20-22) and adding an additional day to the Stagecoach Festival (April 27-29), the new contract would give Indio a portion of ticket sales earnings from both festivals." Coachella has yet to officially announce any delays in the festival's scheduled weekends.

-- Crystal Lynn Huntoon

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### **INTERVIEW WITH AL TELLER:**

**Al Teller, former head of CBS, Columbia, and MCA Records**, joins Ian Rogers in studio to talk about the music industry past and present. In a fascinating interview, Al talks about going into the music industry after receiving two engineering degrees from Columbia and a Harvard MBA, how the industry evolved over the past 30 years, and where he sees the future of the business going.  
**courtesy of This Week in Music**

#### **Transcript & YouTube Video:**

<http://thisweekin.com/thisweekin-music/al-teller-former-head-of-cbs-columbia-and-mca-records>

#### **Video of interview at YouTube link:**

<http://youtu.be/UciDwyhRVao>

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### **COMMENTARY/BLOG OF INTEREST TO MANAGERS:**

FROM THE Harvard Business Review / Blog Network

## **HBR Blog Network**



### **JAMES BARTON AND BRIAN MESSAGE**

James Barton and Brian Message are featured artist managers based in London. Both are representatives of the **Music Managers Forum (MMF) UK**, the largest representative body of featured artist management in the world, with over 400 members representing over 1,000 of the most successful acts on the planet. Featured artist managers in the UK earn a commission based on the act's profits and as such their financial interests are aligned.

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## Lessons from the Industry Formerly Known as "The Record Business"

posted on Monday October 24, 2011

by James Barton and Brian Message

A record company's value used to be measured by the acquisition, protection, and exploitation of copyrights. Exploiting those copyrights by selling songs is an easy business model to understand and used to be the foundation of a very healthy global industry. Historically, the record business was the heart of the music industry. Sell a lot of records and you were a successful business. And artists also succeeded through record sales: they became household names when they had sold a lot of records. From the business perspective, artists and songs could be viewed as interchangeable commodities. If any given artist failed to deliver hits, another waited in the wings to take their place. This impersonal approach allowed the music industry to grow extremely profitable by simply selling "product." But the sale of **recorded music has taken a battering** over the last decade, and it's no longer smart to judge an artist's commercial viability on record sales alone — not least when there is a new generation who questions the need to pay for recorded music at all. For many artists and their managers, record sales are now just **one of many revenue streams** and one of a number of factors with which to judge success.

Despite this dramatic change in the marketplace, many struggle with the concept of uncoupling success from record sales. It doesn't help that most measures — the charts by which many fans learn about new music — are still based on this notion. For emerging artists this is particularly precarious, since careers are too often ended early if a first set of recordings fail to sell.

So how should a "content producer" behave in this new environment? And what lessons can we learn from this new model of value? Here are the two keys:

1. Do not treat artists as commodities
2. Value the artist-fan relationship as highly as traditional rights

Smart managers realize every artist is a standalone business that generates income from multiple revenue streams. A manager's job is to create those businesses and run them well. This requires thinking globally and being agnostic about which revenue stream or territory is the most important. As long as those channels can deliver the aesthetic the artist wants and make a profit, the business is a success.

But the business of relationship building is not a quick one. Artists have to earn the respect of fans, convert that respect into trust, and, eventually, convert that trust into faith. Building communities takes time, and it can only be achieved over the long-term. In this model, artists can no longer be treated as interchangeable hit makers.

The key to artist-management success is identifying talent early and developing it cost-effectively over a long period of time. Artists — and their art — are the only real assets. The systems and structures that surround them should be treated as a means to maximize the commercial value of each artist. As such, the traditional music industry — be that companies that make and distribute records, publishers who collect performance royalties and create sync opportunities, concert promoters, or merchandisers — should be regarded primarily as service providers to artists.

As the digital age gathers pace, managers must engage in the shaping of the music landscape. That landscape is still plagued by a mindset that regards copyright as an instrument of control (which further

limits commercial exploitation to traditional models) rather than as a remuneration right that can generate revenue wherever a market may be. The future is about accepting consumer behavior and looking for as many ways as possible to monetize it.

In addition, managers must also simplify the complex structures of the industry and create healthy businesses based on monetizing the behavior of consumers and those businesses that wish to use creators' works for their own profit. Without a simpler, better structured digital market, the direct artist-to-fan business will struggle to grow. Moreover, it will undermine the modern-day manager's opportunities to improve their artists' business.

Managers must also figure out alternative investment for artist businesses. Traditionally, it was the record business that invested in new talent. Restricting investment to direct rights exploitation keeps the emphasis on making money from record sales, which keeps the "investment risk" for would-be investors high. A viable alternative would be a market for investors to put their money into artists' whole businesses, where artists retain rights and investors participate in all the profits.

The music industry was the first of the creative industries to be affected by the disruptive nature of the internet. But it's not all bad news. Disintermediation has forced a focus on talented individuals who produce great art. One of the jobs of their managers is to create an environment that allows them to do so. Ways of collecting fans and connecting them to artists are ever changing, but by embracing new technology opportunities, creative businesses will flourish. Other content producers take note.

More blog posts by [James Barton](#) and [Brian Message](#)

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**NOTE TO MMF-US MEMBERS:**

For consideration of your news posts at the newly revised [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 [info@mmfus.com](mailto:info@mmfus.com)

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**Special thanks for contributions by:**

Barry Bergman, Steven Scharf, Steve Garvan, Justin Seidenberg and compiler/editor Jack Bookbinder.

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