

## MUSIC PUBLISHING PROFESSIONAL DEVELOPMENT PROGRAMME 2008

Presented by the MPA & MMF TRAINING

Supported by the MCPS-PRS Alliance

★ CPD ACCREDITED ★

*"These courses provide access to the straight answers more than any other music industry course out there."  
"Excellent content – amazing value for money. The most interesting course I have attended. Really good format."  
(Participants 2007)*

The Music Publishers Association and the Music Managers Forum are pleased to announce that their joint Professional Development Programme in Music Publishing will run again in 2008.

There has never been a more important time for all sectors of the music industry to expand their knowledge and understanding of the music publishing business. This Programme has been developed and refined over time to ensure that all attendees become better equipped to take advantage of the new business opportunities that are central to the development of our industry.

Individuals involved or interested in any aspect of music publishing in 2008 will benefit from the Programme's varied and comprehensive content. The objective is straightforward: to provide practical information placed in the context of today's music industry.

Delivery of the Programme is designed to suit the busy lifestyles of those taking part. The course consists of five short, intensive modules. Each module consists of two 2-hour sessions delivered on consecutive evenings, each commencing at 6.30pm and ending at 8.30pm. Reference materials will be supplied for each module.

Law Society members who attend this Programme may claim 4 hours accredited CPD time per module. The master class is also accredited by ILEX and fellows who attend may claim the time spent on the master class against their CPD requirement as stipulated in the ILEX fellowship agreement. Members of the ICAEW, AIA, ACCA and AAT may claim the hours spent on this master class against their CPD requirements as stipulated in their membership details.

**PRICES** (per two-evening module 6.30-8.30pm, including tea/coffee)

*MPA/MMF members & MCPS-PRS Alliance Staff: £29.79 plus £5.21 VAT = £35.00 per module*

*AIM, APRS, BACS, BPI, IAMA, MPG members: £46.81 plus £8.19 VAT = £55.00 per module*

*Non-members: £63.83 plus £11.17 VAT = £75.00 per module*

**VENUE:** MCPS-PRS Alliance Boardroom, Copyright House, Berners Street, London, W1

All modules are stand alone, but collectively the Programme provides a wide-ranging analysis of all the issues, barriers and practical opportunities facing those involved or interested in today's music publishing industry. For further information about each module, see below.

**Places are limited.**

**We strongly advise booking your place early using the form below.**

### MMF TRAINING OFFICE

PO Box 161, Romiley, Stockport, SK6 3WQ.

Tel: +44 (0)161 430 8324 Fax: +44 (0)161 430 8333

Email: [admin@mmf-training.com](mailto:admin@mmf-training.com) Web: [www.mmf-training.com](http://www.mmf-training.com)

## PROGRAMME STRUCTURE & CONTENT SUMMARY

Module 1: Monday 7<sup>th</sup> & Tuesday 8<sup>th</sup> April 2008

### **Part One: Music Publishing & The UK Music Industry**

- Music Publishing in 2008: new and existing income streams; the changing role of the music publisher; key issues and implications for UK music publishers
- Classical, Pop, Independent & Major Publisher Comparisons and Differentials: business opportunities, resources, practice, roles, functions and relationships
- The Creators in Context - Music Publishing & the UK Music Industry: music publishing and the "new business models", interdependency between professions & business partners
- The Music Publishing Value Chain & Income Streams: practical analysis from creation to consumption and back again

### **Part Two: Ownership, Income Division & Intellectual Property Rights**

- Roles & Rewards - Ownership & Income Participation in 2008 : creators, performers, A/V & studio producers
- The Practicalities of Intellectual Property in the Digital Environment: on-line, mobile, interactive and on-demand services in 2008
- Protecting Your Works & Getting Paid: DRM, legal action & financial control
- Practical Realities of IPR & Music Publishing: copyright, related / neighbouring rights, performing and mechanical rights, lending & rental right, moral rights, trading names, trade marks, image rights & public communication
- Sample Clearance Procedures
- Rights Ownership, Duration, Infringements & Exceptions

Module 2: Monday 12<sup>th</sup> & Tuesday 13<sup>th</sup> May 2008

### **Music Publishing Agreements: Analysis & Implications**

#### **Part One: Creator / Publisher Contracts**

#### **Part Two: Publisher / Publisher Contracts**

- Exclusive songwriter agreements, single song assignments, administration, development deals, sub-publishing, co-publishing and catalogue agreements
- Processes, Procedures & Relationships: from negotiation to termination / development to international
- Classical and Popular Music Publishing Agreements: differentials
- Key Terms & Conditions, Implications and Negotiation positions 2008

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Module 3: Monday 16<sup>th</sup> & 17<sup>th</sup> June 2008

## **Music Publishing in Audio-Visual Media: Rights Holders, Owners and Music Users**

- Overview of Music Publishing and Audio-visual Media in the UK: film, television, corporate productions, advertising, games & the world wide web, including user generated content
- Options for Producers & Music Supervisors: commissioned, commercial and library / production music – benefits and opportunities
- Blanket Licensing Agreements
- Assignment of Rights, Income Streams & Participation in Publishing: options, issues, practice and precedent
- Processes and Procedures: decision-making, documentation, commissioning and sync licence negotiations in 2008
- Roles, Responsibilities and Time Scales
- Key Terms & Conditions in Media Licensing

Module 4: Monday 7<sup>th</sup> and Tuesday 8<sup>th</sup> July 2008

## **Part One: Music Publishing & The Record Industry**

- Creator / Artist and Record Company / Music Publisher relationships and dynamics
- A&R, Marketing, Royalty Accounting, Business Affairs, Media Licensing and International: roles, interdependency and activities
- Song Plugging & Cover Recordings in 2008
- Structuring Agreements: career implications for creator / performers
- Audio Product Licensing & Mechanical Royalties in 2008: rates, negotiations, global issues & differentials

## **Part Two: Music Publishing & The Live Music Industry**

- Licensing Live Music in 2008: classical & contemporary, popular music, grand rights and small rights worldwide
- Responsibilities, Roles, Functions and Procedures
- Issues, Perspectives, Barriers and Opportunities in Live Music

Module 5: Monday 4<sup>th</sup> & Tuesday 5<sup>th</sup> August 2008

## **Collecting Societies & Global Royalty Streams**

- Collecting Societies in All Key UK Catalogue Territories
- Roles, Functions and Income Streams: comparisons and differentials
- Documentation, Processes & Politics
- Royalty Tracking, Auditing & Attributable Income
- Deductions, Distribution and Collection

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## MUSIC PUBLISHING PROFESSIONAL DEVELOPMENT PROGRAMME 2008

<b>NAME:</b>	
<b>COMPANY:</b>	
<b>JOB TITLE</b>	
<b>ADDRESS:</b>	
<b>TEL:</b>	
<b>FAX:</b>	
<b>EMAIL:</b>	
<b>LEGAL STATUS:</b>	UNEMPLOYED    EMPLOYED    SELF EMPLOYED    STUDENT
<b>LENGTH OF TIME IN CURRENT JOB:</b>	
<b>MEMBERSHIP:</b>	MPA    MMF    MCPS-PRS Staff    AIM    APRS    BACS    BPI    MPG    IAMA None

PLEASE TICK BOXES BELOW TO INDICATE WHICH MODULES YOU WISH TO ATTEND (IN ORDER THAT WE CAN RESERVE YOUR PLACE) AND RETURN THIS FORM TO MMF TRAINING (SEE ADDRESS BELOW) WITH THE APPROPRIATE PAYMENT.

*MPA/MMF members & MCPS-PRS Alliance staff:    £29.79 plus £5.21 VAT = £35.00 per module*  
*AIM, APRS, BACS, BPI, IAMA, MPG members:    £46.81 plus £8.19 VAT = £55.00 per module*  
*Non-members:    £63.83 plus £11.17 VAT = £75.00 per module*

PLEASE MAKE CHEQUES PAYABLE TO **MMF TRAINING** Sorry, but no refunds will be possible once places have been paid for. Substitute personnel are acceptable if individuals cannot attend.

**VENUE:** MCPS-PRS ALLIANCE BOARDROOM, COPYRIGHT HOUSE, BERNERS STREET, LONDON, W1  
**TIME:** 6.30PM – 8.30PM

Module	DATE	TITLE	TICK
1	Monday 7 <sup>th</sup> April 2008 & Tuesday 8 <sup>th</sup> April 2008	Part One: Music Publishing & The UK Music Industry Part Two: Ownership, Income Division & Intellectual Property Rights	<input type="checkbox"/>
2	Monday 12 <sup>th</sup> May 2008 & Tuesday 13 <sup>th</sup> May 2008	Music Publishing Agreements: Analysis & Implications	<input type="checkbox"/>
3	Monday 16 <sup>th</sup> June 2008 & Tuesday 17 <sup>th</sup> June 2008	Music Publishing in Audio-Visual Media	<input type="checkbox"/>
4	Monday 7 <sup>th</sup> July 2008 & Tuesday 8 <sup>th</sup> July 2008	Part One: Music Publishing & The Record Industry Part Two: Music Publishing & The Live Music Industry	<input type="checkbox"/>
5	Monday 4 <sup>th</sup> August 2008 & Tuesday 5 <sup>th</sup> August 2008	Collecting Societies & Global Royalty Streams	<input type="checkbox"/>