

MPA SEMINAR

SYNCH LICENSING – A NO HOLDS BARRED WORKSHOP

Tuesday 6 May 2008, 9.30am – 4.30pm

MCPS-PRS Alliance Boardroom, Copyright House, 29-33 Berners Street, London W1

As staff in synchronisation departments wrestle with the complexities of licensing new formats and platforms, stiffer competition, a greater volume of licences for less monetary value and the pressure to compensate for the drop in mechanical and performance income, it is an appropriate moment to have a 'no holds barred' discussion of the issues involved.

This indispensable, interactive workshop for MPA members will provide the opportunity to learn about the nuts and bolts of synchronisation licensing in the current market place, explore the implications for deals of changing platforms, learn more about the pressure points and how to maintain the value of your rights, and debate current and future trends.

A team of experts in the field of synch licensing have agreed to share their knowledge and guide you through the maze of rights in a day of information and discussion. Each session will include in-depth discussion of the critical issues facing the industry, with time for Q&A. If you are already having to deal with these issues every day, or if you want to work in the synch area, it is unmissable. For full programme and line up of speakers see below.

The cost per delegate is £40.00 plus VAT (inc buffet lunch and other refreshments). Attendance is limited to MPA member publishers and numbers are limited so early booking is recommended. Please complete and return the booking form to the MPA office (address below) with cheques made payable to 'Music Publishers Association Ltd'.

I would like to reserve _____ places @ £47.00 (£40.00 plus VAT) for the following personnel:

Name: _____	Position: _____
Email: _____	Special dietary requirements: _____
Name: _____	Position: _____
Email: _____	Special dietary requirements: _____

(Please list any further names on a separate sheet)

Please tick as appropriate: I enclose a cheque for £.....
 I can confirm that a BACS payment will be credited into the MPA account on.....

Contact Name: _____

Company Name & Address: _____

Terms & Conditions:

1. Bookings can only be confirmed on receipt of a completed application form, accompanied by a cheque or by notification of a secure BACS payment. A receipted invoice will be sent to the named contact after the booking has been confirmed. If the booking cannot be confirmed your cheque will be returned, or BACS payment reimbursed.
2. Once the booking has been confirmed, those personnel for whom the booking has been made will be contacted separately with full details of the event.
3. No refunds can be made in connection with this event once your booking has been accepted and confirmed.

Music Publishers Association Limited

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PROGRAMME

- 09.30 – 10.00 REGISTRATION & COFFEE
- 10.00 – 10.10 **SYNCH LICENSING IN CONTEXT** Stephen Navin, Chief Executive MPA
- 10.10 – 11.00 **THE CHANGING FACE OF TELEVISION** Steve Cole – UMP Library
Moderator: Steve Hills, EMI Music Publishing David McGinnis – Mute Song
Multiple new platforms and new business models, blanket licences and Simon Mortimer – Universal Music Publishing
the impact of the IPC agreement, buy-outs, broadcaster agreements, Marla Shapiro – MCPS
broadcasters who are publishers. Plenty of food for thought here.
- 11.00 – 11.15 TEA, COFFEE & BISCUITS
- 11.15 – 12.00 **USER-GENERATED CONTENT/ON-LINE & MOBILE** Anthony Bebawi – EMI Music Publishing
Moderator: Steve Hills, EMI Music Publishing Catherine Bell – Chrysalis Music
YouTube, MySpace, FaceBook, BlueBook - all the social networking sites, Jez Bell – MCPS
all the talent search sites, podcasting, brand initiatives, sponsorships and
other artist relationships, the pressure to give everything away for nothing,
Joint On Line Broadcast agreement, JOL generally. How do we handle it?
- 12.00 – 12.45 **FILMS - NOW WHAT?** Amy Ashworth – EMI Music Publishing
Moderator: Barbara Zamoyska, Universal Music Publishing Mary Ann Slim – Stage Three Music
Fees and media - the key issues. What are we including in those fees? Jonathan Tester – Bucks Music Group
What does 'all media' actually mean now? How much of film in the Susan Tilly – Music Sales
future will be made for the internet or mobile downloads? Do we treat them Elaine van der Schoot – KPM
differently? Charge differently? How can smaller, independent publishers
resist the pressure to do deals they don't want to do?
- 12.45 – 13.45 LUNCH
- 13.45 – 14.30 **GAMES** Gary Downing – Chrysalis Music
Moderator: Steve Hills, EMI Music Publishing Lindsay Nieman – Sony/ATV Music Publishing
It was all so much easier when the game was in a box. Now they can Ross Pelling – Universal Music Publishing
be downloaded, interactive, mobile - so many new developments. How Jen Willis – MCPS
do we license them? What sort of fees should we charge? How do we
feel about royalties vs buy-out? And requests for promotional uses?
- 14.30 – 15.15 **OTHER MEDIA - NON THEATRICAL, MERCHANDISING & NEW BUSINESS** Stuart McCarthy – EMI Music Publishing
Moderator: Barbara Zamoyska, Universal Music Publishing Paul Shanley – MCPS
Corporate, DVD, Video: goodbye one-day in-house presentation, hello Elaine van der Schoot – KPM
Six-month viral campaign. When is a corporate use actually a
commercial? And how should we be licensing this type of use? What
other new business areas are having to be dealt with today by synch staff?
- 15.15 – 15.30 TEA, COFFEE & BISCUITS
- 15.30 – 16.15 **COMMERCIALS - MORE MEDIA FOR LESS MONEY** Tash Baldwin – Boosey & Hawkes
Moderator: Steve Hills, EMI Music Publishing Karina Masters – Sony/ATV Music Publishing
In the shift from traditional media to digital media there are a lot more Elaine van der Schoot – KPM
media licences about, but with budgets being cut and licensees asking for Barbara Zamoyska – UMPG
more and more media to be included for less and less money, how do we
retain the value of our copyrights?
- 16.15 – 16.30 **FINAL COMMENTS** Stephen Navin, Chief Executive MPA