

on the RECORD

The newsletter for PPCA Artists Summer 10/11

#17/11

welcome...

Welcome to the Summer edition of 'On The Record', PPCA's newsletter for artists and licensors.

Firstly, I'd like to take this opportunity to introduce myself as the new CEO of PPCA.

I am delighted to be taking on this role and look forward to growing the pool of revenue that we can distribute to our artists and licensors, and continuing to support Australian music both here and abroad.

Some of the exciting things currently taking place in the PPCA offices over summer include the development of a new and improved PPCA website, making it easier for you to register your recordings and find the information you need. Make sure you check it out at www.pcca.com.au.

PPCA has also entered the world of social media, meaning more avenues for you to start a conversation with us. As a musician myself, I am passionate about the same issues within our industry that you are and look forward to discussing these with you in our PPCA blog and through Facebook and Twitter.

In the meantime, read on in this edition to find out about PPCA's ongoing support for Australian music.

We are continuing to work with Sounds Australia, a national platform for homegrown artists to showcase their music on an international scale including some of the world's leading music industry events.

PPCA recently sponsored the 30th Australian Songwriting Awards, and are once again proud to be a Principal Partner of the prestigious Australian Music Prize (The AMP) providing \$30,000 to the winning artist or group.

PPCA is proud to support these initiatives so that the Australian music industry will continue to develop and indeed flourish.

Enjoy the first issue for 2011 and I look forward to hearing from you soon.

Kind Regards,

Dan Rosen
CEO



We love Australian music, and we've got the proof!



At PPCA we know that music is not just an industry; it's a culture and has the ability to change the lives of many listeners. We also know that Australian artists are passionate and driven about what they do and usually desire a bigger role in the global music scene. That's why

PPCA happily jumped onboard to sponsor Sounds Australia, a national export platform showcasing homegrown talent on an international scale.

We're proud to say that by sponsoring Sounds Australia, made up of government agencies, industry associations and commercial companies, we help put Aussie music on the world map. Sounds Australia, with APRA as its principal and managing partner and the Australian Council as principal partner, provides a meeting ground between buyers of music with those that are sellers. They organise tradeshows, music festivals, expert advice, utilise new technologies to promote Australian music and partner with entertainment and promotional companies to give Australian music wider exposure.

Over the past few years, Sounds Australia amped up the Australian music presence at key music industry events all over the world, including The Great Escape in Brighton UK, South by Southwest Festival (SXSW) in Austin, Texas USA, CMJ in New York USA and MIDEM in Cannes, France. It gave Australian artists an opportunity to showcase their talent, network with industry leaders and receive music business advice from uniquely different yet valuable experts from each continent. Some major international players participating in panels, speeches and buying include NBC Universal Television Music, Billboard, The Music Network, Reeperbahn Festival and Native Tongue Publishing.

Following this year's events, a survey was conducted by Sounds Australia asking artists who took part at the international events whether participating in these events helped achieve their career goals. The result was an overwhelming majority responding positively, listing career achievements such as securing major recording deals, official slots in major tours, brand partnerships, national TV appearances, festival offers, and international media coverage.

And it's not just a one-off \$15,000 sponsorship to Sounds Australia. PPCA will continue to support Sounds Australia initiatives with efforts increasing each year. We plan to dedicate approximately \$20,000 next year and \$25,000 in the following year. "At PPCA we are delighted to be a part of the dedicated work done by Sounds Australia," said PPCA Chairman George Ash. "By investing in music initiatives like Sounds Australia, we are helping the Australian music industry continue to grow and thrive both at home and abroad."

Want more information about Sounds Australia?

Contact Millie Millgate on (02) 9935 7831 or mmillgate@soundsaustralia.com.au

PPCA gets an online face-lift

Here at PPCA we are always looking for ways to improve our communication with artists and licensors and therefore we have been extremely busy giving the PPCA website a face-lift.

It's now easier than ever to find information in our one-stop-shop for artists and licensors and of course communicate with the folks at PPCA.

Visit www.pcca.com.au for more info. Also, let us know what you think of our new website at: www.facebook.com/ppca.official & www.twitter.com/ppca

And stay tuned to the PPCA website and facebook and twitter pages for updates on the result of the PPCA election for your Artist Board Representative.

PPCA's review of its Fitness Class Tariff – where are we up to?

As many of you will recall, some years ago PPCA began a review of the tariff applicable to the use of recordings in fitness classes. We began by initiating a consultation process with the sector and, after around twelve months, referred the matter to the Copyright Tribunal. After a lengthy hearing in 2009, on 17 May 2010 the Copyright Tribunal handed down its decision, resulting in a significant increase in this tariff.

The fitness sector, through its peak industry body Fitness Australia, then appealed the Tribunal's decision in the Federal Court. In mid December 2010 the Federal Court delivered its decision supporting the appeal – the practical impact is that the matter now returns to the Tribunal for further deliberation before the scheme is finalised.

PPCA is now seeking leave to appeal the Federal Court decision in the High Court, in an attempt to have the original (17 May 2010) Tribunal decision upheld. It will be some months before we have further news, but you can be assured that PPCA is working hard to ensure that a fair rate is achieved when your recordings are used in commercial fitness classes. We continue to work with representatives of the fitness industry and hope that a commercial resolution can be achieved, in order to minimise the time and resources required to complete this project.

Sound Exchange may have money for your music



SoundExchange is a nonprofit organisation that collects and distributes royalties for featured recording artists and copyright owners for digital play in the United States. Unlike songwriting rights organisations, SoundExchange collects for the performance of the recording itself on the internet, satellite radio and cable channel digital streams and then pays these royalties out to both the performing artists and owner of the sound recordings (often a record label).

SoundExchange has distributed more than \$550 million in royalties so far, but thousands of artists in the US and abroad have earned US digital royalties and haven't yet registered to claim them. Artists and copyright owners based outside the US may register directly with SoundExchange using the forms marked 'non-US artist' at www.soundexchange.com

Registering and claiming your royalties is 100% free. Since royalties accrue automatically for US plays, SoundExchange may already have money for you! Join their thousands of members to get your share!

Visit www.soundexchange.com or <http://bit.ly/getmyshare> for more information.

PPCA supports the Australian Music Prize



Lisa Mitchell – Winner of the 2010 Amp Award and \$30,000 courtesy of PPCA

It's that time of year again when the PPCA offices are abuzz with chatter over just who will take out the prestigious Australian Music Prize on Thursday 3rd March at Sydney's Annandale Hotel.

PPCA are once again proud to be the Principal Partner of the annual prize, donating \$30,000 to the winning artist or group judged by a panel of music industry veterans, artists and journalists to have produced the best Australian album of 2010.

This year's nominees are Cloud Control, Tame Impala, Pikelet, Richard In Your Mind, Sally Seltmann, Gareth Liddiard, Eddy Current Suppression Ring, Dan Kelly & The Holidays.

'On behalf of everyone at PPCA I would like to offer our congratulations to all of the short-listed artists. The quality of albums released by Australian artists in 2010 was exceptional, so for these nine acts to be chosen by a panel of their peers and industry experts is an absolute credit to them. PPCA would like to wish all of the artists the best of luck for the final and is proud to once again be the major prize sponsor of The Amp', said Dan Rosen, CEO of PPCA.

Stay tuned to the PPCA website and blog for all of the latest updates on the sixth annual Australian Music Prize.

PPCA sponsors the 30th Australian Songwriting Awards



Luke Vassella & Dinah Lee

The 30th Australian Songwriting Awards held at Wests Ashfield Leagues Club on November 11 2010 was once again a stellar event promoted by the Australian Songwriters Association (ASA).

PPCA Board Member Dinah Lee was on hand to present the PPCA Award for best live performance, which went to solo artist Luke Vassella on the night.

PPCA is proud to sponsor and support the Australian Songwriters Association.

PPCA achieves strong result in copyright collecting societies review

PPCA subscribes to the voluntary Code of Conduct for Collecting Societies, which was developed in conjunction with a number of other collecting societies in 2001. Each year an independent reviewer (currently the Hon. James Burchett, QC) investigates and reports on each society's compliance with the Code.

Mr Burchett has now completed his report for the year ending June 2010, and we are very pleased to report that, once again, PPCA is noted as having a very high level of compliance. The full report is available to view at www.pcca.com.au

Every three years the Code itself is subject to review, in order to ensure it remains effective and relevant, and that process is currently underway. We will provide an update on that review in our next newsletter.

PPCA distributes record amount to its artists and licensors

PPCA was pleased to complete its 2009/10 distribution prior to Christmas, distributing a record amount of over \$20 million to its stakeholder artists and labels.

"PPCA is proud to continue supporting Australian music, by working to ensure Australian acts are properly remunerated for the use of their valuable recordings", said PPCA Chairman George Ash.

PPCA will continue to make sure artists are fairly rewarded for their work in 2011 and encourage all artists and labels to register with PPCA at www.pcca.com.au

PPCA wishes Stephen Peach a fond farewell



Denis Handlin AM, Chairman & CEO Australia & New Zealand and President South East Asia & Korea, Sony Music Entertainment, Stephen Peach, Former CEO PPCA & ARIA, George Ash, Chairman PPCA and President Australasia, Universal Music Group.

On Wednesday 24th November the PPCA Board and staff wished outgoing CEO Stephen Peach farewell at the Marriot Hotel in Sydney.

Stephen was at the helm of PPCA for eight years and worked tirelessly to ensure that artists and record labels were fairly rewarded for their recordings and could continue to make and sell music.

On behalf of PPCA and artists and labels right across the country, we say thank you to Stephen and best of luck for the future.

Content Luke Woods, Stephenie Ho, Dan Rosen, Lynne Small

Photos Sounds Australia, Sound Exchange, Sony Music Entertainment Australia, Warner Music, Darren Leigh Roberts

Previous editions of *On The Record* – PPCA's newsletter for artists can be viewed on our website, www.pcca.com.au



PASS IT ON

Finished reading? Pass it on to your music industry colleagues or band mates!

PPCA releases most played artists and recordings

Each year PPCA compiles and publishes reports on the Top 100 Most Played Recordings and the Top 50 Most Played Artists by collating the titles that appear in the PPCA radio broadcast logs during the period July to June.

Top 20 Most Played Artists

- | | |
|------------------------|--------------------------|
| 1. P!nk | 11. Guy Sebastian |
| 2. Lady Gaga | 12. Jessica Mauboy |
| 3. The Black Eyed Peas | 13. Green Day |
| 4. Rob Thomas | 14. Rihanna |
| 5. David Guetta | 15. Kelly Clarkson |
| 6. Powderfinger | 16. Jason Derulo |
| 7. Jet | 17. Lily Allen |
| 8. Kings Of Leon | 18. The John Butler Trio |
| 9. Nickelback | 19. The Script |
| 10. Vanessa Amorosi | 20. Robbie Williams |

Top 20 Most Played Recordings

- | | |
|--------------------------------|--------------------------|
| 1. Like It Like That | Guy Sebastian |
| 2. Fireflies | Owl City |
| 3. I Gotta Feeling | The Black Eyed Peas |
| 4. She's A Genius | Jet |
| 5. This Is Who I Am | Vanessa Amorosi |
| 6. Evacuate The Dancefloor | Cascada |
| 7. I Wanna | The All-American Rejects |
| 8. Bad Romance | Lady Gaga |
| 9. No Surprise (Album Version) | Daughtry |
| 10. Meet Me Halfway | The Black Eyed Peas |
| 11. Before The Worst | The Script |
| 12. Telephone | Lady Gaga |
| 13. The Fixer | Pearl Jam |
| 14. Wheels | Foo Fighters |
| 15. Funhouse | P!nk |
| 16. According to You | Orianthi |
| 17. One Way Road | The John Butler Trio |
| 18. Memories | David Guetta |
| 19. Down | Jay Sean |
| 20. Bulletproof | La Roux |



Guy Sebastian

to the Most Played Artists list for 2010 at number 10 and 11 respectively.

CEO of PPCA Dan Rosen, said it was encouraging to see so many Australian artists featured in the reports for 2010.

"It's fantastic to see such a large number of new and established Australian acts feature in both the Most Played Artist and Recording Reports. It's a credit to all of the artists hard work and a wonderful showcase of the quality of music currently coming out of the Australian music scene", said Rosen.

Visit www.pcca.com.au for more info or find us on facebook www.facebook.com/ppca and twitter www.twitter.com/ppca

If you have a query regarding something you have seen in this newsletter or a question for PPCA in general please feel free to contact us at ppca.mail@ppca.com.au

In 2010 Australian artists featured heavily in these reports, with our very own Guy Sebastian taking out the Most Played Recording for 2010 with his hit single 'Like It Like That'.

Five of the top twelve Most Played artists in 2010 were Australian, with favourite sons Powderfinger leading the charge at number six and rockers Jet at number seven, while Guy Sebastian and Vanessa Amorosi made triumphant returns

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