



music means business!

Spring 2008

Word from the President

It's the time of the season



Summer is around the corner, and music is blooming all over. This year again, a plethora of singer-songwriters are busy preparing for their upcoming performances at one or more of the summer festivals that will showcase their talent to music lovers across the country. These seasonal rituals present all of us with valued opportunities to share our creations in a variety of genres ranging from pop music to original songs through jazz, country and even new classical music. This summer's open-air presentations promise to be shining events . . . weather permitting!

Besides the live performance fees they stand to receive as festival participants, our creators' livelihood largely depends on the public performance fees that music users such as you are paying for a licence to use their musical works in your businesses, offices and a wide variety of artistic events. By doing so, you are actively contributing to your local economic and cultural development while helping music creators to spend more and better as they pass through your community. Everyone wins.

Have a great musical summer!

Pierre-Daniel Rheault

WHAT DO YOU MEAN I HAVE TO SHOW YOU MY BOOKS? by Anne Godbout



Illustration: Fresh Art & Design

Every now and again, a customer receives a letter from SOCAN asking for a convenient time to review their books and records. That letter is often followed by a panicked phone call from the customer to SOCAN, stating: "What do you mean I have to show you my books and records? Those are confidential!"

This is, of course, a legitimate response. Understanding the rationale for the audit, however, appeases the customer's concerns.

Why does SOCAN have the right to audit?

SOCAN's right to audit is set out in the tariffs approved by the Copyright Board. It is also a term of the customer's licence. It exists due to the self-reporting nature of

the licence. The licence fee paid by the user is calculated based on criteria that are reported by the user. SOCAN's right to audit is nothing more than the ability to confirm the criteria set out in the customer's report forms and fees paid.

Does this mean that SOCAN can review all my financial information?

SOCAN will review only the data related to the criteria applicable to the customer's licence. For example, if a customer is licensed under a tariff that requires reporting its annual entertainment expenses, during the audit, SOCAN will review only the data relating to those entertainment expenses. And, of course, SOCAN will keep that information confidential; it is a matter between SOCAN and its customer.

Why me and not my competitor?

When contacted, many businesses think they are the only one paying for their SOCAN licence. Well ... no. More than 35,000 customers already have licences with SOCAN, allowing them to perform virtually the entire world's repertoire of musical works.

SOCAN has a team dedicated to business development. Our goal is to make sure that all Canadian businesses using music obtain their required licences. However, despite efforts, it is impossible to reach all businesses at the same time. With perseverance, we inform as many businesses as we can that they have an obligation to obtain a licence if they use music. Obtaining a licence is more than an obligation; it's recognizing the value of music in the success of a business.

If you are a music user, contact SOCAN at **1-866-944-6210** and our team will tell you how to obtain your licence.

TARIFF UPDATES

by Anne Godbout



On February 22, 2008, the Copyright Board issued a decision setting the royalties payable by commercial radio stations, SOCAN's Tariff No. 1A, for years 2003 – 2007.

The February 22 decision maintained the rates and structure that were first approved by the Copyright Board in October 2005.

The Copyright Board's earlier decision had been appealed by the Canadian Association of Broadcasters and the Federal Court of Appeal had set aside the decision in October 2006 and sent it back to the Copyright Board for re-determination.

Following a subsequent hearing the Copyright Board issued its February 22, 2008, decision maintaining the October 14, 2005, decision.

On November 24, 2007, the Copyright Board certified and published in the 'Canada Gazette' SOCAN's Tariff No. 22A which applies to music services on the internet. These are sites whose business is music. A second part of the tariff that applies to sites that use music in other formats, such as on-line radio, games, ads, etc., is still awaiting approval by the Copyright Board.

On March 22, 2008, the Copyright Board approved various SOCAN tariffs for a number of years.

For further information on the SOCAN tariffs please check out the website at www.socan.ca or you can call your Customer Service Representative at **1-866-944-6223**.

New VP of Licensing

Jeff King has been appointed as SOCAN's VP, Licensing effective March 1, 2008. Jeff has been with SOCAN since 2001 and has held a number of senior management posts. Jeff's mandate includes SOCAN's Business Development, Customer Service and Concert activities. He can be reached at customers@socan.ca.

**BEST
SMALL &
MEDIUM**
EMPLOYERS IN CANADA

SOCAN selected as one of Top 25 Employers in Canada

The results of the 2008 Best Small and Medium Employers (BSME) Survey have been tabulated, and SOCAN has been selected as one of the top 25 employers in Canada. In only its second year of participating in the annual BSME survey, SOCAN has now achieved a rank of 17th overall. The survey is conducted by Queen's University, Hewitt Associates, and the Globe and Mail newspaper.

Where we've been and where we're at in 2008!

At SOCAN, we try to cover as much ground and reach out to as many stakeholders as possible. To find out more about us, we invite you to drop by our booth and talk to one of our representatives:

The Total Wedding Show

January 18 – 20

International Centre, Mississauga, ON

28th annual Salon de la mariée

February 2 – 3, Montreal Convention Centre, Montreal, QC



PHOTO credit: Yanik Hardy

SOCAN's Daniel Lemay at Salon Rest-Hôte

CRFA (Canadian Restaurant and Foodservices Association) Trade Show

March 2 – 4, Direct Energy Centre at Exhibition Place, Toronto, ON

Salon Rest-Hôte

March 16 – 18, The Quebec City Convention Centre, Quebec City, QC



SOCAN's Wayne Saunders at the Alberta Hotel and Lodging Association trade show in April, with Paulette Bast, winner of a SOCAN-donated prize package

AHLA (Alberta Hotel & Lodging Association) convention and trade show, April 6 – 7

Lake Louise, AB

ApEx (Atlantic Canada's Hospitality Trade Show)

April 27 – 29
Moncton Coliseum
Moncton, NB

ORFA Professional Development Expo

April 27 – May 1
University of Guelph
Guelph, ON

RFANS 2008: Recreation Facility Symposium & Trade Show

June 3 – 5
Acadia University, Wolfville, NS

Can-Fit-Pro

August 17 & 18
Metro Convention Centre, Toronto, ON

Alberta Showcase

October 17 – 19, Red Deer, AB

Ontario Contact

October 22 – 25
Richmond Hill Centre for the Performing Arts, Richmond Hill, ON

Ontario Council of Folk Festivals

October 23 – 26
Crowne Plaza Ottawa
Ottawa, ON

CAPACOA

November 6 – 10
Delta Hotel
Ottawa, ON

BC Hospitality Industry Conference

November 23 – 25
The Fairmont Waterfront Hotel
Vancouver, BC

Making Contact Easier

Business owners/operators are faced with a fair number of visits of all sorts, from new product suppliers to business inspectors. Sometimes, it is difficult to determine the legitimacy of the organization represented. To avoid any such situation, all SOCAN Business Development representatives now have a photo identification badge, which they will present upon visiting or meeting with customers and potential customers. SOCAN is the only performing rights organization empowered to issue licences for the public performance of music in Canada, and we want to assure music users that the people they are meeting are legitimate SOCAN representatives.

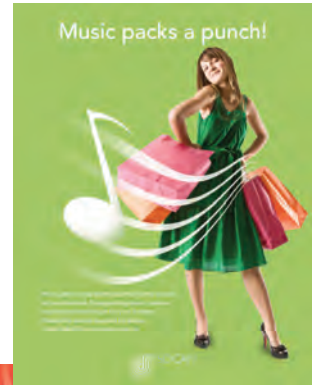


PHOTO: Lisa Williamson

SOCAN's Fresh New Look!

by Lisa Williamson

In 2008, SOCAN launched a new advertising campaign, revamping its image to better understand our customers and the publications they count on for up-to-date news, innovations and reliable networking sources. Several of these ads (pictured on the right) are tailored to SOCAN's vast customer market, speaking to our customers and upholding their values. Our goal is not only to celebrate existing partnerships with our valued customers, but also to focus on creating new partnerships that will endure.



SOCAN

Society of Composers, Authors and
Music Publishers of Canada

Société canadienne des auteurs,
compositeurs et éditeurs de musique

Your privacy is protected

When you become a SOCAN customer, your information - including your name, address and telephone number - is used by SOCAN to administer your music licence. It is also used to communicate with you, fulfill SOCAN's legal and legitimate business requirements and provide you with the services you have requested. We keep your information and the business you do with us in strict confidence. We comply with legal requirements in order to protect you and us from error and fraud.

Return undeliverable Canadian addresses to:
SOCAN 41 Valleybrook Drive Toronto, ON M3B 2S6

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