



music means business!

Fall 2007

Word from the President

Moving Forward



Recent media stories have covered our efforts to contact Canadian hair salon owners to remind them of their legal obligation to get a SOCAN licence in order to be able to play music in their place of business.

I wish to take this opportunity to remind music users that the royalties that SOCAN pays its members often are the only salary being received by authors and composers who do not perform their own works. I fall within that category. And the fact that a recording has been duly paid for does not mean that it can be used in public for free.

If all those who claim that they are actually promoting our music by playing it were to stop paying their SOCAN licences, creators could no longer afford to write new works! Fortunately, this is not the case, and SOCAN proudly boasts more than 31,000 public performance licence holders.

Pierre-Daniel Rheault

FIFA Under-20 World Cup

by Alexandra Lopez-Pacheco



Photo: canadassoccer.com

With more than one million spectators, 52 matches in stadiums across six Canadian cities, from Montreal to Victoria, this summer's Fédération Internationale de Football Association (FIFA) Under-20 World Cup Canada 2007 was one of the single biggest sports events in Canadian history. Hosted by the Canadian Soccer Association, the event was record-breaking, setting a new attendance record for all of FIFA U-20 World Cup's history. And at every match, at each stadium, there was music, heightening the excitement and invigorating the mood and spirit of all present.

"We knew we wanted to use music at each event," says the Canadian Soccer Association's Richard Ivan, national marketing manager for the FIFA U-20 event. "It adds to the entertainment value. We had music at every stadium as people were getting into their seats and after the game." What's more, FIFA U-20 2007

had an official theme song, "Who's Got It," by the four-member band illScarlett, based in Mississauga, Ont.

But the Canadian Soccer Association wanted more than to just use music at its event: it wanted to do it right, legally and in the process ensure that the songwriters behind the music that added value to their matches would be fairly compensated.

That's why the organization contacted SOCAN in preparation for the event.

"They were very helpful," says Ivan.

"They really wanted to get us answers to all the questions we had, and they followed up to make sure we understood everything and that all the right forms were filled." Thanks to the help of SOCAN's representatives, says Ivan, the process was seamless.

While Argentina took the winner's trophy in the final FIFA U-20 World Cup match, the team was not the only winner. Thanks to the Canadian Soccer Association's immaculate co-ordination, the entire event was a winning one for the organization, the spectators, the players, the sport itself-as well as for all the people who participated in the event, including the musicians whose music filled the stadiums. Take note, there's a lot more winning in store. The association is already working on a bid to host the FIFA Women's World Cup for 2011.

FSAC and SOCAN...Working Together



Photo: Lisa Williamson

One of the important roles of the Funeral Service Association of Canada is to offer its members information that will help meet the mission of providing a high level of service to Canadian families. The FSAC board has built a good working relationship with SOCAN and has been helpful in establishing an information base for its members. To date, more than 200 music performance licences have been issued to FSAC members by SOCAN. Although the (*Copyright Act*) exempts from licensing any music used during funeral services (or other religious services), SOCAN licences cover the use of background music (Tariff 15A) in lobbies and waiting room areas in funeral homes and/or music on hold (Tariff 15B). Thanks to an extraordinary effort on behalf of the FSAC, more licences are obtained every week. Suzanne Scott, executive director of the FSAC, explains: "It just seemed to make sense that FSAC would be leaders in recognizing the value of music in business, as well as the need for those who create that music to be able to keep on creating."

Second Cup Café Music Series

by Laurence Godfrey



Featured Canadian artists in this year's Second Cup Café Music Series, above from left to right: Melissa McClelland, Colin James and Jill Barber. For more information visit the Second Cup website at www.secondcup.com.

Canadian pop icons and emerging stars will be bringing popular music back to the intimate venue from which it emerged — the café.

Second Cup and the Songwriters Association of Canada (S.A.C.) have teamed up to give coffee drinkers a grassroots musical experience, dubbed the Second Cup Café Music Series. Now in its second year, the initiative will see emerging artists as well as headline acts such as Colin James perform for invited café guests, media and industry leaders at Second Cup cafés throughout the country. The ongoing program by a Canadian-born and Canadian-run franchise organization is Second Cup's way of promoting Canadian music and bringing music lovers closer to classic rockers and future stars.

Second Cup will also be offering other up-and-coming artists the opportunity to gain exposure in the chain's 360 cafés

across the country.

Much like famed folk-rockers Bob Dylan and Joni Mitchell, who strummed their guitars in java joints before making it big, emerging Canadian musicians will have the opportunity to show Canada what they're made of. An online database being created by Second Cup and the S.A.C. will enable local owners of Second Cup cafés nationwide to find and hire talented local musicians to perform for Second Cup patrons.

Emerging artists looking for an opportunity to gain exposure through some Second Cup café performances can apply via e-mail to music@secondcup.com or visit www.songwriters.ca.

Your business is our business

SOCAN is always looking for ways to improve its service to customers. Whether it is *the Imagine Your Business Without Music* brochures, or its e-commerce options we strive to meet all of your licensing needs. To find out more, visit www.socan.ca or contact us at 1.866.944.6223.

Where We're At! SOCAN in 2007/08



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 at any of these upcoming trade shows and talk to one of our representatives:

CAPACOA Conference, November 1 – 5, Ottawa, Ont.

Golf Business Canada Conference & Trade Show, Saturday, November 9, Halifax, NS

Salon de l'Organisateur - Festivals, événements et attractions, November 15 & 16, Montreal, QC

BC Hospitality Industry Conference Exposition, November 19 & 20, Vancouver, BC

Tourism Industry Association of NS Conference (TIANS), November 25 – 27, Dartmouth, NS

The Total Wedding Show, January 18 – 20, 2008, Mississauga, Ont.

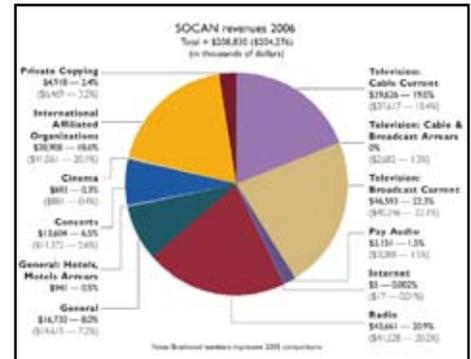
BC Foodservice Expo, January 27 – 28, 2008, Vancouver, BC

Hotel Association of Canada (HAC) Conference 2008, February 25 & 26, 2008, Toronto, Ont.



Photo top left: SOCAN's Laurence Godfrey with SOCAN member Dylan Murray at the 2007 COCA Conference. Photo above: SOCAN's Jonathan Moreau and Yanik Hardy at the ARQ Golf Open Championship Tournament.

SOCAN 2006 Year In Review



SOCAN distributed \$164.0-million in royalties to members and international affiliated organizations (representing music creators and publishers in other territories worldwide) during 2006. Revenues totaled \$208.8-million, including international revenues amounting to \$38.9-million. SOCAN's revenue is derived from three sources: domestic performing-rights licence fees (from Canadian radio, television, cable, pay audio, concerts, cinemas and other general licensing tariffs), international royalties earned by SOCAN members from performances abroad, and private-copying royalties. In 2006, 84% of total revenues were distributed to members and international affiliated organizations.

Music at Beddington's creates a relaxed atmosphere

Beddington's Bed & Bath, with 12 retail stores in Ontario, is one of SOCAN's newest customers. Beddington's partner Jordan Rosove, has centralized the company's music system and made it his personal project. Selections of music range from contemporary to retro, focusing on up-tempo music that customers recognize. "We want

customers to feel relaxed," he says. "That's why music is so important. I see music as a service component to our stores." Beddington's differentiates itself from "big-box" stores by excelling in overall environment, customer service and having the best products available in the marketplace. Visit www.beddingtons.com.



SOCAN reaches out to hair salons

by Bill Wilson

SOCAN's communications with members of the salon and hairdressing community recently received media coverage across Canada and was an excellent opportunity to highlight the means in which SOCAN's Business Development team contacts potential SOCAN customers.

Several SOCAN spokespersons interacted with the media to explain the organization's mission during the hair salon campaign, which included an ad in the July/August and September issues of the bilingual *Hairdresser* magazine. The ad included the illustration and slogan pictured at right. In general, salons are required to pay SOCAN licence fees under Tariff 15A (Recorded Background Music, Not for Dancing) and/or Tariff 15B

(Music on Hold).

"We try to contact all music users," says France Lafleur, vice-president, Licensing, SOCAN. "We use different ways to contact them, including communications through their professional associations. Good relations with the different industries are important to us, since they represent our clients and future clients."

Without music
every day would be a
bad hair day



SOCAN

Society of Composers, Authors and
Music Publishers of Canada

Société canadienne des auteurs,
compositeurs et éditeurs de musique

Help us help you!

The most efficient and dynamic way for SOCAN to communicate with its customers is through the power of technology. Send us your e-mail address now and you can enjoy regular updates from SOCAN. Your local Licensing representative is only an e-mail away at customers@socan.ca.

Return undeliverable Canadian addresses to:

SOCAN

41 Valleybrook Drive

Toronto, ON M3B 2S6