



## **WHAT'S APP IN MUSIC: What do developers, publishers and labels need to know about launching apps and using music copyrights?**

**Tuesday, November 17, 2015 | 6:15 PM Check-In • 6:30 PM Cocktails • 7:00 PM Dinner**

### **SPORTSMEN'S LODGE EVENTS CENTER**

12833 Ventura Blvd, Studio City, CA 91604 (Coldwater Canyon & Ventura Blvd)

The smartphone and tablet game market is \$30 billion this year and will increase to \$44.2 billion in 2018. Shows like the Voice and American Idol are using apps for virtual auditions. Many of those apps will use music in various ways. The business of licensing music often takes developers by surprise, and publishers and labels have much to learn too. How is the music business evolving and keeping up with the fast paced evolution of music use in apps?

We will explore the business models for licensing music, challenges faced by developers and music copyright owners in licensing, as well as accounting and tracking payments.

#### **Moderator:**

**Cheryl Hodgson, Esq.**, Founder, Hodgson Legal

#### **Panelists:**

**Keith Bernstein**, founder of Crunch Digital™ and CEO of Royalty Review Council

**Gregory Butler**, CEO, Whole World Band

**Jodi Chall**, Attorney and Co-Founder of SongLily Music Licensing Platform

**David Ring**

**Dean Serletic**, Zya, Head of Marketing & Licensing

#### **Copyright Update!**

Attorney and CCC past president Michael Morris will be doing a presentation about music use in political campaigns just before the panel starts. Don't miss this timely update.

**CCC Members/College Students \$45 per person / Non-members \$55 per person**

All Students must show College ID at the door, if paying at the member rate.

#### **Appetizer:**

-Classic Caesar Salad

#### **Entree:**

-Porcini Mushroom Ravioli with White Truffle Cheddar Sauce

-Pan Roasted Chicken with Lemon Herb Sauce

-Atlantic Salmon with Citrus Sauce

#### **Dessert:**

-Trio of Sorbet with fresh Berries

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