

MUSIC MEANS BUSINESS

No doubt about it, music sells. Ideas. Services. Products. Music entertains bar and dance club patrons, employees and customers and even people holding on the telephone.

The people who create and publish music do it for a living. They depend on people like you to use their music... and to use it right.

When it comes to music, SOCAN serves two communities.

First, we serve our members (composers, lyricists, songwriters and music publishers) and the members of affiliated international societies. As the Canadian copyright collective for the performance of musical works, we administer the performing rights of our members' works. We do that by selling, to music users, access to the world's repertoire of copyright-protected music for public performance. We then distribute the fees collected as royalties, to our members and international affiliates. More than 80 percent of the revenue received from licence fees is distributed to creators.

The second group we serve is our customers, the music users – venue operators, broadcasters, promoters, etc. – who pay SOCAN licence fees for the right to perform music in their establishments or at their events. Without SOCAN, you, the music user, would have to get permission from every composer, songwriter, lyricist and music publisher for every

piece of music you perform, or authorize for performance, in public. Think how time-consuming and expensive that would be.



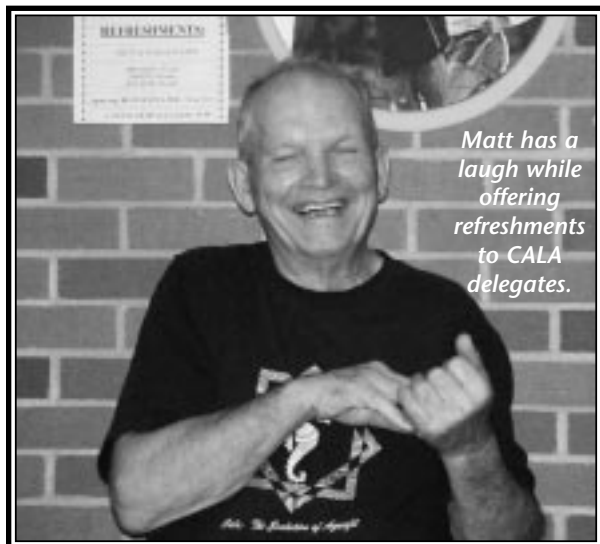
If you use or present public performances of copyright-protected music, you normally need the permission of the copyright owners. It's only fair. And it's easy.

As the owner or manager of the business, you are the one responsible for obtaining a SOCAN licence. For example, you need a licence whether the music is live or played on a tape/CD player, jukebox, video or karaoke machine, in restaurants and movie theatres, at fund raising events, fashion shows, for fitness activities and dance instruction, at skating rinks and sporting events, over the radio, on television, even when you provide music on hold on the telephone. You may need more than one licence depending on how you use music.

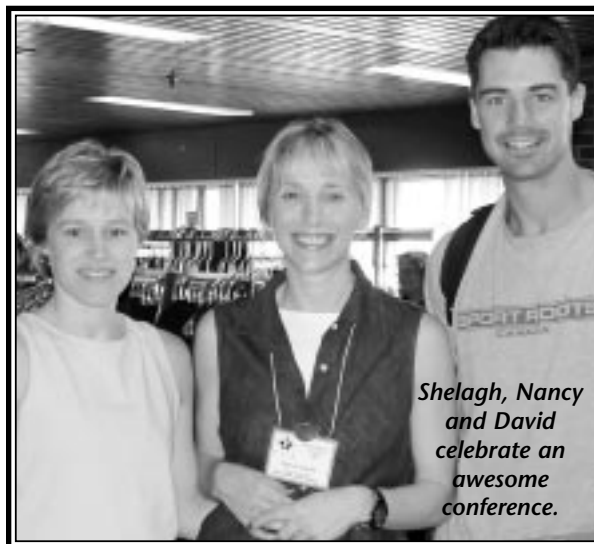


A licence is affordable. The cost of a SOCAN licence depends on a range of factors, from where and how the music is performed, to the seating capacity, and even the kind of event you're hosting. Our job is to work with you to determine what kind of licensing arrangement you need. We will help you understand exactly what you need to do, how to do it, and how to determine what the cost will be.

Get in touch with us 1.800.55.SOCAN, e-mail us at customers@socan.ca, or visit us at www.socan.ca. We are here to answer your questions.



Matt has a laugh while offering refreshments to CALA delegates.



Shelagh, Nancy and David celebrate an awesome conference.