Recap: AIMP Global Music Publishing Summit, June 14 in NYC

June 15, 2022 (New York, NY) – The Association of Independent Music Publishers (AIMP) held its first in-person Global Music Publishing Summit since 2019 yesterday (June 14) at the 3 West Club in New York City, with each panel also livestreamed to registrants around the world via Zoom. Highlights included a keynote from massively successful songwriter **Ashley Gorley**; a legislative update from the leaders of the NMPA, NSAI, and RIAA; panels on catalog acquisitions, synch and the metaverse, and sonic branding; and much more.

Hi-res versions of all the images below can be downloaded via Dropbox. Please credit Gary Gershoff.

From left: John Ozier, Michael Lau, Teri Nelson Carpenter, and Tony Alexander

AIMP National Chair and Nashville Chapter President **John Ozier**, Los Angeles Chapter President **Teri Nelson Carpenter**, New York Chapter President **Michael Lau**, and Atlanta Chapter Steering Committee Chair **Tony D. Alexander** kicked off the event with an update on their Chapters and the organization as a whole. They also revealed the new official AIMP logos, which you can see above.

From left: Barry Massarsky, Lisa Alter, Neil Gillis, Justin Shukat, and Denise Colletta

The first official panel of the day featured an in-depth discussion of "Catalog Acquisitions" featuring **Justin Shukat** (President, Primary Wave Music), **Barry Massarsky** (Partner and Co-Practice Leader, Music Economics and Valuation Services, Citrin Cooperman), **Lisa Alter** (Partner, Alter, Kendrick & Baron, LLP), **Denise Colletta** (Senior Vice President – Team Leader, City National Bank) and moderator **Neil Gillis** (Former President and Founder, Round Hill Music). They discussed the hot market for publishing catalogs, why more rights-holders are choosing to sell, new vs. legacy catalog, technology that can assist with the transfer of data, and much more.

From left: Alisa Coleman, Virginie Berger, Tony D. Alexander, Rell Lafargue, Kenny MacPherson, and Jodie Ferneyhough

Next up was returning favorite panel "The Indie Perspective," which brought together **Rell Lafargue** (President and COO, Reservoir Media Management, Inc.), **Jodie Ferneyhough** (President, CCS Rights Management/Daytripper Music Publishing), **Kenny MacPherson** (CEO, Hipgnosis Songs Group), **Virginie Berger** (SVP, Global Publishing & Society Relations, Songtrust), **Alisa Coleman** (COO, ABKCO), and moderator **Tony D. Alexander** (President and Managing Director, Made in Memphis Entertainment). They discussed the issues independent publishers face in an increasingly global industry, the strong desire for syncs among independent writers, how publishers are stepping into a new guidance role with their writers, and more.

From left: John Ozier, Bart Herbison, Mitch Glazier, and David Israelite

After lunch and a presentation from event sponsor City National Bank, attendees were treated to a "Washington, DC Update" from the leaders of three major organizations representing the creative community. **John Ozier** (EVP Creative, Reservoir Music) led the discussion with **Mitch Glazier** (Chairman and CEO, RIAA), **David Israelite** (President and CEO, NMPA), and **Bart Herbison** (Executive Director, NSAI). They discussed the upcoming CRB Phono IV trial, the continuing appeals regarding the increased rates set in the previous trial, the increase in the mechanical rate from 9.1 cents to 12 cents, the progress of The MLC, the continuing fight against piracy, digital trade, and more.

From left: Margaret McGuffin, Teri Nelson Carpenter, Thando Makhunga, Goetz von Einem, and Helienne Lindvall

This was followed by the "International Alliance" panel, another returning favorite, featuring **Helienne Lindvall** (President, European Composer & Songwriter Alliance), **Goetz von Einem** (Managing Director GSA and Senior Vice President Digital & European Affairs, Peermusic), **Margaret McGuffin** (CEO Music Publishers Canada), **Thando Makhunga** (Managing Director, Sheer Publishing Africa), and moderator **Teri Nelson Carpenter** (CEO, Reel Muzik Werks). Each panelist provided an update on rights issues around the world, including in the EU, Canada, and Africa. They also discussed the progress of Article 17

in the EU, the necessity of international metadata solutions, the importance of educationg artists around the world on the value of copyright, and more.

From left: Michael Lau, Deborah Mannis-Gardner, Adrian Perry, and Steven Haft

"Synch and the Metaverse" was the subject of the next panel, which brought together several experts who are paving the way forward on music licensing in this space — **Adrian Perry** (Partner, Covington & Burling LLP), **Deborah Mannis-Gardner** (President, DMG Clearances), **Steven Haft** (ConsenSys), and moderator **Michael Lau** (CEO, Laud Music/Imachew Music). They discussed the importance of getting ahead of music licensing in the metaverse by creating a model now in its nascency so that it is easy for those seeking licenses to go to labels and publishers and make a fair deal with all necessary rights.

From left: Brooke Primont, Theresa Notartomaso, Josh Rabinowitz, Susan Schwartz, and Taylor Thomas

Next on the docket was "Sonic Branding" with panelists consisting of experts from every side of the issue, including **Josh Rabinowitz** (Founder, Brooklyn Music Experience), **Susan Schwartz** (VP, Music Supervision and Licensing, The Marketing Arm), **Taylor Thomas** (Account Strategy & Growth Manager at MassiveMusic), **Theresa Notartomaso** (Executive Music Producer, North America, VMLY&R), and moderator **Brooke Primont** (SVP, Sync, Concord Music Publishing). They continued the theme of syncs being more important than ever, both for artists and writers and also companies looking for an audio

identity. In addition, they discussed how they go about creating a sonic branding strategy for clients, selecting the right tracks for a campaign, tips for pitching, and more.

From left: Tim Hunze and Ashley Gorley

Following a presentation from event sponsor Audoo, whose technology was used to accurately capture the information for every song played in the extremely loud venue between panels, the Summit wrapped with a "Creative Keynote" featuring a conversation between award-winning songwriter, producer, and publisher **Ashley Gorley** and **Tim Hunze** (Vice President of Publishing, Big Machine Music). They discussed what he does to stay creative, how other songs and artists inspire him, the joy of collaborating with other writers and musicians, the impact of the Nashville community on his songwriting, and more.

Clockwise from top left: Jewels Gold, POESY, and Sarah MacDougall

Attendees then moved upstairs for the "NYC3 and Music Publishers Canada Showcase," which featured amazing performances from writer/performers **Jewels Gold** (Rainbow Rock Music), **POESY** (Daytripper Music Publishing), and **Sarah MacDougall** (Arts & Crafts Music Inc.).

The AIMP Global Music Publishing Summit was sponsored by SESAC, City National Bank, DMG Music Clearances, Audoo, Reel Muzik Werks, Angry Mob Music, RyteBox, Regions Bank, and First Horizon Bank. Video recordings of each panel will also be available shortly at aimp.org for AIMP members only. More information regarding next year's event will be announced soon.

About the AIMP
The Association of Independent Music Publishers (AIMP) was formed in 1977 and has local chapters in Los Angeles, New York, and Nashville. The organization's primary focus is to educate and inform music publishers about the most current industry trends and practices by providing a forum for the discussion of the issues and problems confronting the music publishing industry. The opportunity to exchange ideas and opinions with others on issues of mutual concern is fostered by the atmosphere at the AIMP's monthly meetings, forums, and workshops, the videos of which can be seen (along with more general info on the organization) at www.aimp.org.

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