

# Welcome

February 25, 2008

Dear Honored Guests,

Thank you very much for joining us today. Without you there would have been no reason to put on an event such as this.

We are thrilled that so many of the best and brightest minds in the music and technology industries, those at the convergence of culture and commerce are able to be with us, to share thoughts and ideas, to greet and meet friends old and new, and to connect and do business.

It is a tumultuous time for musicians and the technologists and technology companies whose work involves music. Clear communication regarding the wants, needs, and rights of all those involved, in a face to face environment, is the best shot we have to move forward in a way which will work best for everyone.

We welcome you to the Summit, and thank you very much for taking the time to help establish an ongoing, Northern California based Music and music Technology Marketplace.

All the best,

*Brian Zisk*

P.S. If you are seeking Strategic Advisory services, in general, with SXSW in March, or NARM in May, please don't hesitate to inquire...

# The Team

## Event Producers

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**Brian Zisk**

Executive Producer

**Shoshana Zisk**

Co-Producer

**Cassie Phillipps**

Production Coordinator

## Volunteers

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Susannette Burroughs

"Cohen"

Isaac Dietz

Cheri Gross

Lucaso Maroney

Zoya Pinto

Steve Ray

Todd Tate

Suzanne Savet

Cindy Phung

## Partners

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American Bar Association (ABA)

Forum on the Entertainment & Sports  
Industries

The Digital Freedom Campaign

The Future of Music Coalition

National Association of Records  
Industry Professional (NARIP)

The MetaBrainz Foundation



**Kevin Arnold**, IODA Founder, created the independent rock music festival Noise Pop in 1993, which has grown to be an internationally renowned celebration of music, film, and culture. Kevin started his technology career at Oracle in 1996 and then moved on to direct Data Services for Listen.com, creators of the Rhapsody music service. After guiding the development of Listen's database systems, data integration, and music royalty data, Kevin founded IODA in 2003.

Kevin is on the board of directors of Merlin, the world's first global music new media licensing organization for independent record labels, and is a member of the Advisory Board of the Future of Music Coalition, a not-for-profit organization dedicated to educating the media, policymakers, and the public on the intersection of music & technology. Kevin is founder and chairman of The Popular Noise Foundation, a Bay Area non-profit.



**Kush Arora** was born and raised in the San Francisco Bay Area and has been an active experimenter in the music scene here and abroad over the past decade. With the Surya Dub and RecordLabelRecords) crew, he runs label KAP which blends dubstep, indian music, wild digital dancehall, and idm, doing vinyl and cd releases. The productions blend dancehall and punjabi vocalists and musicians with the electronic sound bubbling from S.F. Always an active performer, Kush holds down a residency at Club Six for Surya Dub, and has played alongside folks like Theivery Corporation, Pinch, Dr. Isreal, and has been featured alongside artists on releases like Alpha and Omega, Drop the Lime, and many more. Aside from his music work, he runs a

studio and does sound design for projects ranging from web audio to post production. Recently, he released "From Brooklyn To SF" which has been featured in places like Fuel TV, San Francisco Guardian, to the BBC.



**John Perry Barlow** is a retired Wyoming cattle rancher, a former lyricist for the Grateful Dead, and co-founder of the Electronic Frontier Foundation. Since May of 1998, he has been a Fellow at Harvard Law School's Berkman Center for Internet and Society.

He co-wrote songs with the Grateful Dead from 1971 until their demise in 1995. Amongst others, Barlow's songs include "Cassidy", "Estimated Prophet", "Black-Throated Wind", "Hell in a Bucket", "Mexicali Blues", "The Music Never Stopped", and "Throwing Stones".

In 1990 he and Mitchell Kapor founded the Electronic Frontier Foundation, an organization which promotes freedom of expression in digital media. He currently serves as its Vice Chairman.

In 1990, he first applied William Gibson's science fiction term Cyberspace to the already-existing global electronic social space now generally referred to by that name. Until his naming it, it had not been considered any sort of place.

He speaks, consults, and writes for a living. He has written for a wild diversity of publications, ranging from Communications of the ACM to The New York Times to Nerve. He was on the masthead of Wired for many years. His piece for Wired on the

future of copyright, "The Economy of Ideas", is now taught in many law schools. His manifesto, A Declaration of the Independence of Cyberspace has been widely distributed on the Net and can be found on more than 20,000 sites. Partly as a consequence of that, he was called "the Thomas Jefferson of Cyberspace" by Yahoo Internet Life Magazine back when such cyber-hyperbole was fashionable.

He is a recognized commentator on information economics, digitized intellectual goods, cyber liberties, virtual community, electronic cash, cryptography policy, privacy, and the social, cultural, and legal conditions forming in Cyberspace. He also works as a consultant on such matters with the Vanguard Group, DiamondCluster Exchange, and the Global Business Network. He is also a member of the External Advisory Council of the National Computational Science Alliance.

In recent years, he has devoted much of his time and energy helping to "wire" the Southern Hemisphere to the North and has traveled extensively in Africa. His Wired piece, "Africa Rising" describes the first of these journeys. More recently, he has been working with Brazil's Minister of Culture, Gilberto Gil, in an effort to get all of Brazil's music online.

In June of 1999, FutureBanker Magazine (an ABA Publication) named him "One of the 25 Most Influential People in Financial Services," even though he isn't in financial services.

Finally, he recognizes that there is a difference between information and experience and he vastly prefers the latter.



**Balance**, The "Bay Area Mixtape King" is an Oakland based west coast rapper, whose exposure has reached a national level with his

contribution to the intro tune for the "World Famous Wake Up Show", long recognized for revolutionizing hip-hop radio and for breaking new artists. He has released several albums on the New Bay scene. Balance is also the main urban music buyer for Rasputin Music, an independent record store chain in Northern California chain with a cult-like fan base.



**Dave Benson** - In 1971, Dave Benson did an article for his high school newspaper on the new "underground" radio station in his home town of Madison, Wisconsin. The radio station soon hired him as their late night announcer. Since then, Benson has worked in the free-form, AOR, Classic

Rock and Adult Rock formats as an announcer, music director and program director for radio stations in Chicago, Philadelphia, Denver, San Diego, Los Angeles and, since 2000, at KFOG San Francisco. He also spent 3 years as a consultant for SBR Creative Media, the leading consultant to the AAA or Adult Rock radio in America.

Benson's resume also includes 2 years as the tour manager for the Pat Metheny Group and a strange 18 months in the early 90's where it appears all he did was drive around the country in a jeep, reading books and riding his bicycle.



**Tony Berman** is the founder of Berman Entertainment and Technology Law, a law firm focusing on issues implicated by the convergence of technology and the entertainment industry. His primary practice areas involve negotiation of entertainment

contracts and advising clients on legal issues involved in the formation of entertainment-related organizations and protection of copyrights and trademarks. His clients include record companies, online content distribution companies, management companies, film and television production companies, presenters of live entertainment, music venues, publishers, multimedia companies, multimedia developers, producers, technologists and industry executives as well as writers, performers and artists.

Tony is the editor-in-chief of Multimedia & Entertainment Law Online News (MELON) and a contributing editor to *Entertainment Industry Contracts*, published by Matthew Bender. He was the chair of the Sports and Entertainment Law Section of the Bar Association of San Francisco from 1998 through 1999. Tony is also an adjunct professor at Golden Gate University School of Law where he teaches Negotiating and Drafting Contracts in the Entertainment Business.

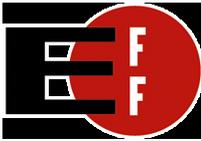
Tony received his A.B. from New York University, and his J.D. from New York Law School.

He frequently speaks at entertainment industry conferences including the South By Southwest Music & Media Conference, the Summer Music Conference, the Bandwidth Conference, the Global Entertainment and Media Summit, the Music Law Summit West, the Future of Music Policy Summit, California Lawyers for the Arts Music Business Seminar and the Streaming Media Conference.

Tony has been interviewed by media including CNN, CNET, NBC, KGO Radio, Tech TV, The New York Times, The Wall Street Journal, Business Week, Wired, The Chicago Tribune, The Los Angeles Times and The San Francisco Chronicle.

Previously, he was a partner of the law firm of Idell, Berman & Seitel. Prior to practicing law, Tony was involved in the entertainment industry as a manager, producer, performer and concert presenter. While in college he was a music journalist and radio deejay. In his teens in New York, he held internships at Arista Records and the Good Morning America program on ABC.

Tony is a voting member of the National Academy of Recording Arts and Sciences and the National Association of Recording Industry Professionals. He serves on the AFTRA Advisory Board of Managers and Attorneys.



**Katina Bishop** is one of EFF's "oldest" current employees; she joined the organization in January 2000. As EFF's Associate Director of Development, Katina cultivates donations to the organization and works with major donors, manages the organization's grant cycle, produces educational and fund-raising campaigns, and creates outreach events that bring EFF issues to the local community. She also produces/writes animated film shorts to accompany EFF campaigns. She has scripted a boxing match between Barney the purple dinosaur and Wil Wheaton, written and recorded a parody of the Mickey Mouse song, and coordinated musicians, jugglers and unicyclists while producing EFF's annual music festival, all in the name of online freedom and democracy. Previously, she worked as a staff writer and educator for Girltech, a company supporting girls' involvement in the world of technology. Katina is also a musician, writer and educator. She received her BA in Literature from Scripps College, and her MFA in English and Creative Non-Fiction from Mills College. Should you ever call

the EFF office, you will hear her singing when you are put on hold.



**Jonathan Blaufarb** is the Managing Partner of the San Francisco law office of Davis, Shapiro Lewit & Hayes, LLP, a national music law firm with other offices in New York and Beverly Hills. His law practice includes advising recording and performing artists, songwriters, producers, record labels, digital music companies, merchandising companies, film and television talent, and authors.

Jon was formerly a partner in the Beverly Hills entertainment law firm of Bloom, Hergott, Diemer & Cook. His background also includes complex business and entertainment litigation with Rogers & Wells and Wyman, Bautzer, as well as music transactions as in-house counsel for Sony Music. Jon's music business experience also includes personal management of recording artists, record retail operations, and performing and recording as a professional musician.



**Whitney Broussard, Esq.** is an entertainment attorney and digital media consultant based in the Bay Area. In his consulting practice, he advises technology companies with respect to their dealings with entertainment companies and in that regard has advised

companies such as RealNetworks, Verizon Wireless, Motorola, Rowe International/AMI Entertainment and Singshot Media.

Prior to moving to the Bay Area, Mr. Broussard was a partner in the New York entertainment law firm of Selverne, Mandelbaum & Mintz, LLP, where he remains of counsel. He

has represented numerous music-related entities throughout his 15 year career, including such artists as Ludacris, Fat Joe, The Wu-Tang Clan, N.E.R.D/The Neptunes, The Fugees, Wyclef Jean, Motley Crue, Gov't Mule and Third Eye Blind, and companies that include Capitol Records, Virgin Records, Blue Note Records, 19 Entertainment (American Idol), The National Geographic Society, MTV Networks, Kobalt Music Publishing and Caroline Distribution. Mr. Broussard has spoken at a wide variety of venues, including the New York State Bar Association's Antitrust Division, New York University, Duke University, Georgetown University, Hasting Law School, Loyola University of New Orleans, The University of New Orleans, New York Law School and the Future of Music Policy Summit. Mr. Broussard has been quoted widely in the press regarding digital music and other music industry issues, in publications and programs such as NPR, The New York Times, The New York Post, The San Francisco Chronicle, The Washington Post, USA Today, Billboard, Spin, Wired, the Atlantic Monthly and GQ.



**Glenn Otis Brown, Esq.** works on music business development at YouTube. Before that, Glenn was Product Counsel at Google, where he worked on Blogger, Google Video, Google Image Search, Google Talk, and Orkut, among other products. From 2002-2005 Glenn

was Executive Director of Creative Commons, where among other things he helped produce the sampling-friendly WIRED CD, featuring David Byrne, Gilberto Gil, Spoon, Matmos, the Beastie Boys, and others. Glenn has also served as a lecturer at Stanford Law School. Glenn graduated from the University of Texas at Austin and Harvard Law School.



**Matt Burrows, Esq.** is Senior Counsel for the iTunes division of Apple Inc. where he is responsible for negotiating and structuring various agreements for music, television and motion picture content distributed on the iTunes Store.

Prior to joining Apple, Mr. Burrows was Of Counsel to Lapidus & Haft, LLP, an entertainment law firm in Santa Monica, California, focusing on the representation of major record labels, artists, and producers. He was also previously Head of Music Business Affairs at the William Morris Agency in Beverly Hills, California where he was responsible for matters concerning The Eagles, Whitney Houston and the Lollapalooza concert tours.

Mr. Burrows is currently a Non-resident Fellow at the Stanford Law School, Center for Internet and Society where he is focusing on fair use issues.

Mr. Burrows received his B.A. in Rhetoric from the University of California, Berkeley in 1987, and his J.D. from Loyola Law School, Los Angeles in 1991.



**Marc Canter** is a trained opera singer as well as electronic musician, having built his own Serge - in 1977. He then interfaced his audio synth to a video synth in 1978 - and realized that multimedia was a new artform - which led him to co-founding MacroMind in 1984. That company became

Macromedia. Marc then founded the MediaBand - an early interactive music video band. After taking the 90's off - Marc founded Broadband Mechanics - makers of a white label social

networking platform called PeopleAggregator - and is focused on helping to promulgate 'open social networking'.



**Ann Chaitovitz, Esq.** has just joined the Future of Music Coalition as its Executive Director after serving on its Advisory Board since its inception. Future of Music Coalition is a national non-profit education, research and advocacy organization that identifies, examines, interprets and translates the challenging issues at the intersection of music, law, technology

and policy. FMC works to educate artists on these matters and ensures that their voices are heard in the business and policy debates that directly affect them.

As Executive Director, Ann will provide FMC's strategic vision, work directly with staff to execute campaigns and secure funding for all of the organization's core program work.

Before joining FMC, Ann was an attorney-advisor specializing in domestic and international copyright law at the USPTO. Ann handled bilateral and multilateral copyright and related rights issues in the Indian Subcontinent, Asia Pacific region and Southeast Asia and represented the U.S. in various multilateral fora, such as WIPO's Standing Committee on Copyright and Related Rights. Ann also participated in the development and implementation of U.S. domestic copyright and related intellectual property laws and policy.

Ann had 15 years of copyright experience representing songwriters, publishers and recording artists when she joined the USPTO. She worked as a staff attorney at the American

Society of Composers, Authors and Publishers (ASCAP), where she practiced copyright law, and also as the National Director of Sound Recordings at the American Federation of Television and Radio Artists (AFTRA), the labor union representing recording singers, as well as performers and broadcasters in radio and television.

At AFTRA, Ann worked on domestic and international copyright issues. She worked to repeal the amendment to the “work made for hire” definition of the US Copyright Law, to ensure the direct payment of digital performance fees to artists and to change the structure of SoundExchange, so that artists would share control. She also focused on the rights of U.S. performers internationally and negotiated with foreign countries’ collecting societies to ensure that U.S. performers receive their share of royalties. Ann served on the Boards of Directors of the Alliance of Artists and Recording Companies (AARC) and SoundExchange, participated in the American Assembly on “Art, Technology, and Intellectual Property” and graduated in 2004’s Leadership Music class.

She holds degrees from Amherst College (BA, *cum laude*) and New York University School of Law.

**Ted Cohen** - Integrating his widespread digital authority in music, mobile, IPTV and product & service development, Ted Cohen is the Managing Partner of TAG Strategic.



In an industry that's been slow to embrace change, Cohen is the exception to the stereotypical music-exec rule. Of course, when you start a career on the road with Alice Cooper and Van Halen, you're more primed for the unexpected.

Known throughout the technology and music industries as being "part ambassador and part evangelist," Cohen was instrumental in crafting the licensing agreements upon which the Rhapsody subscription service and the iTunes Music Store were built.

In his previous role as Senior Vice President of Digital Development & Distribution for EMI Music (home of artists including Coldplay and the Rolling Stones), Cohen led next-generation digital business development worldwide for this "big four" record company, which includes labels such as Capitol, Virgin, Angel/Blue Note, Parlophone and Chrysalis. During that time, EMI led the industry by embracing and exploiting new technologies and business models such as digital downloads and online music subscriptions, custom compilations, wireless services, high-definition audio and Internet radio.

In addition to seeking out, evaluating and executing business opportunities for the company on a global basis, Cohen served as both a strategist and key decision-maker for EMI's global new media and anti-piracy efforts. He worked to establish company-wide digital policies, which have provided EMI's artists and labels a substantial advantage in the digital music arena.

Prior to his role at EMI, Cohen served as Executive Vice President of Digital Music Network Inc., where he co-founded and served as Chairman of the groundbreaking Webnoize conferences.

Cohen also led two highly successful new media consulting operations, DMN Consulting and Consulting Adults, attracting

clients such as Amazon.com, Microsoft, Universal Studios, DreamWorks Records, Liquid Audio, Wherehouse Records/Checkout.com and various other entertainment, technology and new media organizations. Cohen also held senior management positions at both Warner Bros. Records and Philips Media.

A 30-year industry veteran, Cohen was recently elected Chairman of the Mobile Entertainment Forum Americas board, and currently chairs MidemNet, an international music/technology conference convened in Cannes each year. Cohen also serves on the NARAS (Grammy) Los Angeles chapter Board of Governors as well as the national Trustee Board, the Board of Directors for the Neil Bogart Memorial Fund, co-chairs the new media arm of the T.J. Martell Foundation, and lends his time and talents to music & technology education efforts such as the Grammy In The Schools Program.



**Tom Conrad** is the CTO at Pandora where he leads the product organization, including product design, software development, and technical operations. Over the years, Tom has led numerous engineering and product design teams across a wide range of applications - from

operating systems and enterprise software to video games and consumer web sites. Tom previously was the Technical Director for the successful video game series "You Don't Know Jack" and began his career at Apple Computer developing user interface elements for the Macintosh. Tom holds three U.S. patents and Computer Engineering degree from the University of Michigan.



**Jeff Daniel** - Jeff Daniel is President and CEO of pioneering music branding agency Rock River Music. Under Jeff's leadership, Rock River has played a crucial role in the

groundbreaking "non-traditional retail" distribution channel for music. Beginning with Gap and Pottery Barn in 1995, Rock River was among the first companies to produce branded CDs for retailers. Since then, Jeff has solidified Rock River's position as the leading music-based marketing strategy firm for major retailers and brands. Jeff also oversees Rock River's record label, Rockr Music, which recently released Bob Marley's "Roots, Rock Remixed," the first ever Bob Marley remix project sanctioned by the Marley family.

Rock River guides music strategy for Fortune 500 brands and produces branded CDs, branded media players, music download promotions, music-based podcasts and other music promotions and campaigns for such brands as Adidas, The Gap, Pottery Barn, Banana Republic, W Hotels, Ford, Wells Fargo, Volkswagen, Chrysler, Williams-Sonoma, Old Navy, Jaguar, Jose Cuervo, Southern Comfort, Sprite, Radio Shack, Sprint and many others. Jeff also serves on the board of Youth Speaks, the nation's leading nonprofit presenter of Spoken Word performance, education, and youth development programs. Jeff is a graduate of Brown University and a recipient of Time Inc.'s Marketing Achievement Award.



**Brian Dear** is Founder and Chairman of San Diego-based Eventful, Inc., makers of Eventful.com, the world's largest events search engine, dedicated to helping people discover, share, track,

and demand events all over the world. Prior to Eventful, he was founding Director of eBay Design Labs at eBay, Inc. Other past engagements include Eazel, MP3.com, FlatWorks, RealNetworks, and Coconut Computing. Dear's 25-year career has focused on designing and building rich, interactive applications for online communities



**Corey Denis** has 10 years in the music industry and a proven record of utilizing digital innovation to increase awareness and sales of digital music. Coining the term "Music Discovery Optimization," Corey has a strong

history of innovative marketing campaigns implementing creative Search Engine Optimization techniques, often linking catalog and new releases from a wide variety of extremely successful independent bands & comedians. Corey moved to San Francisco in 2005 to work as Marketing Manager at IODA.

Corey's most recent project is creating and managing ning.com's new social network SXSW '08 Insider's guide, which provides the entire South By Southwest community an array of social tools to connect with one another before, during and after the conference. Corey is excited to announce that she recently accepted a position with new music economy licensing powerhouse Rumblefish as their Director of Marketing.



**Mike Doernberg**, Chief Executive Officer at Reverb Nation, is a serial entrepreneur from the Triangle area of North Carolina, as well as an amateur guitar player and music aficionado. Past ventures include SmartPath, a

marketing software company, and Marathon Partners, an Internet services organization. All told, Mike has led three successful venture-backed startups in the software technology space.



**Stephen Fortner** - As technology editor of Keyboard, the world's leading magazine for people who make music with technology, Fortner determines and supervises all reviews and how-to content about hardware and software used in music creation, production, and delivery. He has also personally interviewed many of pop music's most iconic and technologically savvy hitmakers, including Justin Timberlake, Depeche Mode, BT, Thomas Dolby, and Trent Reznor. (Photo courtesy of Jay Blakesberg).

**Brian Fukuji** is Sr. Mgr., Business Affairs at Sony PlayStation. Brian is responsible for managing the legal and business affairs for all PlayStation audio and music-related initiatives. His practice areas include licensed audio technology, licensed/composed music and musician/voice-over union talent. His current responsibilities also include overseeing the music publishing administration for Sony PlayStation's U.S. catalog of videogame music. He is a ten-year-plus PlayStation veteran after having spent nearly a decade in the music business with positions at Enigma Records, Hollywood Records and Fender Musical Instrument Corp. Brian received his B.A. in Economics/Business from UCLA and his J.D. with a specialty in High Tech – Intellectual Property Law from Santa Clara University School of Law. He is a frequent speaker at ABA and other entertainment conferences.



**Andy Gadiel** has been helping music fans Go See Live Music for more a decade. Best known for starting the definitive fan site for the band Phish (Andy Gadiel's Phish Page), Gadiel evolved his musical tastes in 1998 to help launch JamBase.com, an online live music community and marketing company.

Andy currently serves as JamBase's Founder & President, primarily responsible for shaping the company's product strategy. Andy is a member of the Board of Directors of The Rex Foundation, a non-profit grassroots fundraising organization started by The Grateful Dead and HeadCount.org, a non-profit, non-partisan voter registration organization.

As a graduate of Computer Science at Michigan State University, Andy has committed himself to bridging the gap between technology and art by giving people easy access to information about the music they love.



**Bill Goldsmith**, of Radioparadise.com, has made a career out of free-form (DJ-programmed) radio for over 30 years, first on the FM dial and now on the Internet. Goldsmith & his wife Rebecca operate Radio Paradise

from their home in Paradise, Ca. He was formerly a DJ / Webmaster / Consultant to legendary KPIG-FM, one of the country's most successful adult-alternative FM stations. It was there that Goldsmith began the world's first professional webcast in August, 1995.

Radio Paradise plays an eclectic blend of modern rock (including many indie artists), 60s/70s/80s classics, world music, acoustic, jazz, blues, and occasional surprises - all blended with careful attention to detail by Goldsmith.



**Mike Godwin** is an American attorney and author. He was the first staff counsel of the Electronic Frontier Foundation, and the creator of the Internet adage Godwin's Law. As of July 2007 he is general counsel for the Wikimedia Foundation.

Godwin graduated from the University of Texas School of Law in 1990. In his last semester of law school, Godwin, who knew Steve Jackson through the Austin bulletin board system community, helped publicize the Secret Service raid on Steve Jackson Games. His involvement is later documented in the non-fiction book *The Hacker Crackdown: Law and Disorder on the Electronic Frontier* by Bruce Sterling.

Godwin's early involvement in the Steve Jackson Games affair led to his being hired by the EFF in November 1990, when the organization was new. Shortly afterwards, he supervised its sponsorship of the Steve Jackson Games, Inc. v. United States Secret Service case. Steve Jackson Games won the case in 1993.

Godwin has also served as a staff attorney and policy fellow for the Center for Democracy and Technology, as Chief Correspondent at IP Worldwide, a publication of American Lawyer Media, and as a columnist for The American Lawyer magazine. He is a Contributing Editor at Reason magazine, where he has published interviews of several science-fiction writers.

From 2003 to 2005 Godwin was staff attorney and later legal director of Public Knowledge, a Washington, D.C.-based non-governmental organization concerned with intellectual property law.

From October 2005 to April 2007, Godwin was a research fellow at Yale University, holding dual positions in the Information Society Project (ISP) at Yale Law School, and at the Yale Computer Science Department's Privacy, Obligations and Rights in Technologies of Information Assessment (PORTIA) project.

Godwin was hired as general counsel for the Wikimedia Foundation in July 2007. Commenting on the self-correcting nature of Wikipedia in an interview with The New York Times in which he freely acknowledged that he had edited his own Wikipedia article, Godwin said, "The best answer for bad speech is more speech."



**Lucas Gonze** is a specialist in web music. He wrote the XSPF specification, created Webjay, and created Yahoo! Music Player.

the daily web-based called "RAIN: Radio Newsletter"



**Kurt Hanson** is Publisher of newsletter And Internet

([www.kurthanson.com](http://www.kurthanson.com)) and is considered one of the world's leading experts in the field of new delivery mechanisms for radio (including Internet radio, satellite radio, HD radio, and podcasting).

Kurt is also CEO of AccuRadio ([www.accuradio.com](http://www.accuradio.com)), the world's leading independent, multichannel Internet radioplayer property. AccuRadio reaches nearly a million unique listeners per month with its 300+ channels of rock, pop, jazz, classical, country, Broadway, Celtic, and more.

In addition to its vast breadth and depth of channels, AccuRadio is unique among major Internet radio properties in that it specifically targets the 25-to-54-year-old audience (primarily at work).

Kurt originally developed his reputation within the radio industry as the founder and CEO of Strategic Media Research (SMR), a market research firm respected throughout the radio industry (particularly for its "STAR" program of professional call-out music research and its "AccuRatings" product), which he built into a \$10 million business.

In Fall 1999, Kurt launched "RAIN: Radio And Internet Newsletter," which has become the leading voice of Internet radio worldwide. In that capacity, he speaks at conferences, trade shows and industry events, both in the U.S. and around the world, and has provided consulting services for clients in both the broadcast radio and Internet radio industries.

In Summer 2000, Kurt and his team launched AccuRadio, initially simply as an experimental website to demonstrate the capabilities of Internet radio. Following a public launch during the Christmas 2002 season, it has since become one of the top multichannel webcasters in the world.

AccuRadio is one of only five webcasters in the world -- and the only commercial webcaster -- nominated for the 2006 Webby Awards ("the Oscars of the Internet") for Best Radio.

Earlier in his career, Hanson worked at various terrestrial radio stations, including WOKY/ Milwaukee, WLS/Chicago, WDAI/Chicago, and WLUP/Chicago. He holds a B.A. and an M.B.A. from the University of Chicago.



**Jerry Harrison**, Jerry Harrison, owner of Sausalito Sound studios in California, is a former member of the seminal group 'Talking Heads' and over the past 20 years has produced albums and singles for a wide range of musical artists, in addition to the 2007 Grammy nominated Kenny Wayne Shepherd release, including O.A.R., Von Bondies, No Doubt, Stroke 9, Foo Fighters, Big Head Todd and the Monsters, The Verve Pipe, Rusted Root, Live (Throwing Copper, Mental Jewelry), Crash Test Dummies, Poi Dog Pondering, Fine Young Cannibals, BoDeans, It's Immaterial, and Violent Femmes.



**Maureen Herman** is the former bassist for Reprise/Warner Bros. recording artists Babes in Toyland, a highly influential force in the punk subculture of the 1990's. Her band was featured in Rolling Stone's "Book of Women in Rock" and was also the subject of the Random House book, "Babes in Toyland: The Making and Selling of a Rock and Roll Band." The group played the main stage of Lollapalooza '93 and was featured in the 90's documentaries "1991: The Year Punk Broke" and "Not Bad for a Girl".

After leaving Babes in Toyland in 1996, Maureen pursued a second career as a writer (Rolling Stone, Harmony Central, AOL) and served

as Associate Editor of Musician Magazine. In 1999 Maureen branched out into the music business, starting her own company, Pollyanna, working in artist management, show promotion, publicity, music licensing and video production (Hank Williams III, VH1). She is currently Senior Director, Business Development and Executive Editor at Fuzz, the San Francisco-based music company and social networking site where she plays a critical role in business strategy, forging key label, artist and industry partnerships, contributing to marketing and advertising initiatives, and developing content and editorial components for Fuzz.com.



**Ariel Hyatt** founded Ariel Publicity 12 years ago as a traditional PR firm. The publicity game has changed radically over the last few years, so the company went 100% digital to accommodate the new landscape in January of 2007. Ariel is thrilled to be providing forward thinking PR solutions for artists.

Ariel Hyatt began her career at the scrappy indie label What Are Records? where she was proud to be on the team that sold 1,000,000 Samples albums. After WAR? she was a founder and PR director for Small Axe Concerts, a concert promotions and management company that produced concerts with national acts such as The Red Hot Chili Peppers, Nine Inch Nails, 311, and Reggae on the Rocks. She founded Ariel Publicity in 1996.

Ariel has worked a wide range of artists, venues and festivals including Duran Duran, George Clinton & Parliament Funkadelic, Dignable Planets, Lee "Scratch" Perry, Jen Chapin, Sally Taylor, Otep, Mudvayne (and 1,000+ more).



**Robert Kaye** is the founder and lead developer for MusicBrainz, and President and Executive Director of the MetaBrainz Foundation, the non-profit organization that pays the bills for MusicBrainz. Robert is a die hard music fan dedicated to improving the digital audio experience. After studying Computer Engineering at Cal Poly he joined Xing Technology where he was part of the MP3 team and served as the development manager for the AudioCatalyst project. While at EMusic, Robert worked on the Zinf (formerly FreeAmp) and Obsequiem projects, in addition to working on MusicBrainz. Robert is currently the Executive Director of the MetaBrainz Foundation and has MusicBrainz on the brain full time now.

**David Kostiner, Esq.** grew up in Storrs, Connecticut, played the drums from age six, and graduated from the Interlochen Arts Academy in Interlochen, Michigan before moving to Boston to play in the Boston University Tanglewood Orchestra and attend Tufts University and the New England Conservatory of Music in 1991. He moved to San Francisco in 1996 after graduating with a degree in Clinical Psychology. After playing in countless local bands David joined Dreamworks recording artists Creeper Lagoon, touring and making albums with the band until their breakup in 2001. The next year was spent recording for such producers as Jerry Harrison and Dave Trumphio, appearing on albums by Josh Joplin, Matt Nathanson, Patrick Park, Noelle Hampton, Monovox and others, and on the soundtracks of The Sweetest Thing and 2Gether Again through his production company formed with Joe Gore and Elise Malmberg. David also acted as Sponsorship Director for the Noise Pop Music Festival from 2002 thru 2004. He attended Hastings College of Law in 2003, and served as President of the Hastings Entertainment Law Association, as well as on the Executive Editorial staff of the Hastings Comm/Ent Law Journal. In these capacities David co-

produced the Hastings Music Law Summit West Series with the Future of Music Coalition. While in school David helped to found IODA, the Independent Online Distribution Alliance with friend and Noise Pop co-founder Kevin Arnold, and managed Sub Pop recording artists Rogue Wave.

Now in the San Francisco office of Davis Shapiro Lewit and Hayes, David represents Rogue Wave, Two Gallants, Margot and the Nuclear So and Soss, The Little Ones, Every Move a Picture, Street to Nowhere, Audrye Sessions, Film School and Sean Hayes among others, including (with Jon Blaufarb) System of a Down, Lynyrd Skynyrd, Whitesnake and GoodStorm.



**Rusty Hodge** is the founder and General Manager of SomaFM, as well as the music director for several of SomaFM's channels, including Groove Salad.

Before the internet, Rusty was creating podcast-like shows accessed by calling a dedicated phone number. He later became involved with computers as communications tools for broadcast and multimedia, and helping get radio and TV stations on the web, which led to the founding of SomaFM.

Since then, SomaFM has become known worldwide for its mix of unique music that can't be found on the terrestrial broadcast dial. Rusty also has been active in fighting for "rights parity" between digital and terrestrial broadcasters.

**Sharky Laguana** is an original member of the San Francisco-based pop band, Creeper Lagoon, which was signed to DreamWorks in the early 2000s. Since then, he has launched

Bandago, a successful van rental company customized for touring bands, and MixPal, a direct to fan digital distribution solution.



**Paul Lamere** is the Principal Investigator for a project called Search Inside the Music at Sun Labs where he explores new ways to help people find highly relevant music, even as music collections get very large.

Paul is especially interested in hybrid music recommenders and using visualizations to aid music discovery. Paul serves on the program committee for ISMIR, the International Conference on Music Information Retrieval as well as on the program committee for ACM Recommenders'07. Paul also authors Duke Listens <<http://blogs.sun.com/plamere/>>, a blog focusing on music discovery and recommendation.



**Rob Lord** is Pioneers of the Inevitable's CEO/founder and is solely responsible for the company's name. Rob has founded or been the first employee of five Internet digital media companies including Winamp, which grew to more than 60 million active monthly users.

Each one of his companies has had a positive outcome through acquisitions by companies such as Yahoo!, AOL and Universal Vivendi.



**Cecily Mak, Esq.** is an intellectual property / digital media / entertainment attorney with senior in-house and top tier law firm (transactional and litigation) experience. She is currently at RealNetworks, Inc. where she

advises and supports numerous teams in connection with the company's digital music service, Rhapsody.

Cecily has extensive experience in negotiating and drafting various complex license, strategic partnership, technology, development, co-brand, website operation, live webcast, promotional and live events agreements with distribution and marketing partners, record labels, music publishers, search companies, video game companies, and technology licensors.

She is a published author and frequent public speaker on the subject of digital media, music and related copyright law.



**Benjamin Masse** - President and Founder of Double V3 Information System, Benjamin Masse is pioneering digital media discovery systems. Benjamin has been active in media-related Internet initiatives for nearly 15 years. He believes in the potential of

innovative web products to leverage the economics of the Long Tail, to preserve cultural diversity, and to provide local spin to a global Internet.

Double V3 delivers forward-thinking products for the recommendation, discovery and management of digital media - producing smart, self-optimizing software based on advanced machine learning to mine and manage the massive, dynamic data sets typical of business and technology today.

A key player in the Canadian music industry, he has been the President of the Board of SOPREF, an independent organization promoting emerging artists, an administrator of the ADISQ, a board of commerce for independent labels, and a director of Culture Montréal. Benjamin's musical passions are live guitar performances and studio experimentation.



**Mike McGuire** is Vice President, Research, Mobile Devices and Consumer Services at Gartner Dataquest Research. McGuire covers mobile media trends, consumer services and content-protection DRM issues, and more. Topics include the consumer adoption of online music services and emerging business models. Prior to his current assignment, McGuire oversaw Gartner's research in the online music segment, as well as legal and regulatory issues that media companies face. Topics include the consumer adoption of online music services, the effects of peer-to-peer technologies on the media industry and emerging business models. Mr. McGuire and Allen Weiner are responsible for Gartner's "Media Titans" research series of reports. Prior to re-joining Gartner in 2000, Mr. McGuire worked with mobile computing start-ups in the San Francisco Bay Area and Southern California. He was at Dataquest from 1994 through 1997 as senior and principal analyst for the mobile computing program. He worked for four years in hi-tech marketing and PR with companies ranging from Acer to GRiD Systems and Geoworks.



**Samantha Murphy** - Google singer songwriter and the first name you'll find is Samantha Murphy. For the past three years, Samantha has been establishing herself as not only a singer songwriter, but the place to go to hear other great singer songwriters. With her popular Podcast SMtv, Samantha features a different artist from a different city and venue each week as she tours. Past guests include Elvis Perkins, Matthew

Ryan, Inara George, Jesse Malin, Harvey Danger and Abra Moore. Over 700,000 people have downloaded her program.

Expanding on the success of SMtv, Samantha is building SMtvMusic.com, a website for all of the artists she's featured on the show. SMtvMusic.com is also being built as a royalty-free music network and legal file-sharing network.

Samantha is in demand as a speaker and has moderated and been a panel member at many music conferences such as C.E.S., Digital Music Forum West, the Future of Music Coalition Summit, Podcast Hotel, the DIY Convention, College Broadcaster's Inc. and MEISA's National Conference.

Samantha's independently released debut CD, *somewhere between starving & stardom*, was chosen as a top 10 for Village Voice's Annual Pazz & Jop Poll by Michael Ross, who calls it "...a perfect pop record." The album contains an all star band consisting of the rhythm section from Alanis Morissette's multi-platinum debut Jagged Little Pill, Kanye West's Cellist and award winning mix engineer Richard Oliver Furch (Christina Aguilera/Usher/Pink).

Performing professionally since she was six years old, Samantha has worked with Willie Nelson, Michael McDonald, Five for Fighting, Kylie Minogue and Erykah Badu as well as having appeared on TV shows ranging from The Tonight Show with Jay Leno to Australia's Hey, Hey It's Saturday.

Most recently Samantha filmed a commercial for the Consumer Electronics Association in conjunction with Digital Freedom. The commercial was screened throughout the 2008 Consumer Electronics Show, where Samantha also performed and spoke on a panel.

Samantha Murphy is blazing a trail as an independent artist and innovator and is living proof of what's possible for artists in the digital age. [www.smtvmusic.com](http://www.smtvmusic.com)



**Ali Partovi**, CEO of iLike, the Web's leading social music discovery service and the dominant music application on the Facebook Platform, Bebo and hi5. With over 20 million registered users, iLike helps people share music recommendations, playlists, and personalized concert alerts.

The iLike Sidebar for iTunes and Windows Media Player suggests new music, creates automatic playlists, and connects people through music.

iLike offers musicians and labels a Universal Artist Dashboard from which to reach fans and manage their presence across multiple channels: Facebook, iLike.com, Ask.com, iLike Sidebar plugins for iTunes and Windows Media Player, Bebo, and Hi5. By leveraging iLike's "artist-fan graph," a vast database of connections between consumers and their favorite artists, iLike helps artists reach their fans and cultivate the viral spread of their music. iLike, inc also runs indie music site GarageBand.com.

Ali has been the CEO of iLike (formerly GarageBand.com) since 2002. Prior to iLike, Ali co-founded web-promotion company LinkExchange, which was acquired for \$265 million by Microsoft in 1998. Ali is an avid guitarist and keyboard player.



**Sandy Pearlman** is an American music producer, manager, poet, and songwriter. He is best known for his work with the band Blue Öyster Cult, though he also produced bands such as The Dictators, The Clash, Pavlov's Dog, Shakin' Street, Jenifer McKittrick, and Dream Syndicate (of the Los Angeles Paisley Underground

scene.

Pearlman graduated from the SUNY Stony Brook in 1966, where he had been Student President. He was a Woodrow Wilson Fellow in the History of Ideas, and completed graduate work at Brandeis University. He was also a New School Fellow in Sociology and Anthropology.

In 1967 he was one of the original rock music critics for *Crawdaddy!* magazine, along with Paul Williams, Jon Landau and Richard Meltzer. He is widely regarded as the originator of the term "heavy metal music". Pearlman is also hailed (or blamed) by *The Village Voice* for creating "the Triumph of the Will guitar sound."

He came up with the name for the band "Blue Oyster Cult", based on a group in one of his *Imaginos* poems. He also originated the name of the pre-BOC band "Soft White Underbelly", taking the phrase from a speech by Winston Churchill in World War II.

He is considered an important figure in the development of commercial American rock music, his intervention in British punk, when he was drafted in by record company CBS to produce *Give 'em enough rope*, the second album of The

Clash, and give their music a sound more acceptable to the mainstream US public, is controversial.

In 1989 he took over as president of the alternative record company 415 Records and established a production and distribution deal for the label with MCA Records. In the late 1990s, he became one of the first 25 employees of e-music.com, serving as their vice-president. He also served as vice-president of marketing for MoodLogic.com from 2000 - 2003.

Pearlman is presently an adjunct Professor of music theory at McGill University in Montreal, in the programs in sound recording and music technology. Pearlman was the recipient of more than 15 gold and platinum records.



**Claudio Prado** is the articulator of what might be the first digital culture department in Brazil's Ministry of Culture, responsible for positioning Brazil in the international discussions brought up by the new digital possibilities and all its consequences in IP regulations, cultural production and identity, and creative economy.

Claudio Prado was born in 1943. He is a Scorpio. He moved to London in 1965 where he lived till 1971 and got deeply committed with the counterculture movement. He was involved in the launching of the International Times, and of the first format of Time Out. He got also involved in the pirate radio experiences and in the rock festivals and the Round House. In London he met Gilberto Gil with whom he has had a lifetime friendship. He produced Gil's band in the Isle of Wight festival and was one of the organizers of the first Glastonbury Festival,

the first philosophically and collaborative Free Festival of the world.

He was the producer of the Mutantes, the legendary tropicalist band. He has worked as a freelance, in companies, has had his own events company and is now working in a very new frontier between government and media activists running the Digital Culture Department of the Ministry of Culture of Brazil.



**Jeremy Riney** has over 10 years of entrepreneurial experience. His focus has been on internet and music related start-ups (admittedly a web and music nut). During his undergraduate studies, he started a textbook rental business, an online customer acquisition company and an online ticketing business. In his spare time he found time to

work for the Disneyland Resort as a tour guide and guest relations host (also a theme park nut).

Immediately after receiving his Bachelors Degree in Business Management (Magna Cum Laude), he started Music America Records, which was an online record label and music publishing company. After Music America Records, he simultaneously started Bluewire Connect and Praise Collection. Bluewire Connect provided custom branded social networks to recording artists and then expanded to colleges, universities, companies and organizations. Praise Collection acquired the rights to thousands of hours of rare, live performances featuring some of the world's most famous gospel and country artists including Chet Atkins, CeCe Winans, Fred Hammond, Yolanda Adams and many others. The performances were compiled into a subscription DVD service and sold through direct marketing channels.

Jeremy started Project Playlist in February, 2006 as a weekend hobby. After launching a MySpace widget for Project Playlist, the site traffic exploded. Recently ranked by Comscore as one of the fastest growing sites on the internet, Project Playlist now has over 14 million registered users (growing at 50,000 new registrations per day) and 15 million playlist widgets embedded all over the internet.



**Jordan Ritter's** expertise within a diverse range of disciplines and architectures has helped create some of the Internet's most popular software. He is currently CTO of Columbia Music Entertainment Japan. He was formerly a Founder and CTO at Cloudmark, where Ritter defined the company's technological vision and strategy to ensure that Cloudmark

remained at the forefront of Web and messaging security while working with many of today's financial institutions, payment mechanisms (such as PayPal), and ISPs worldwide. Prior to Cloudmark, Ritter co-founded Napster, Inc., developing their ground-breaking P2P technologies alongside Shawn Fanning. As Chief Server Architect, he led the development and management of the server back-end software and infrastructure to support 50 million users worldwide in less than a year.



**Michael Robertson** - In his 18-year career, high-tech entrepreneur Michael Robertson has spearheaded a cache of diverse, high-profile companies ranging from digital music to operating systems to VoIP to entertainment. Not one to shy

from controversy, his quest to offer competing products and innovative technologies has brought him face to face with corporate giants – and corporate lawsuits. But his madness always has a method – producing relevant technology and products that bring choice and freedom back to the consumer. Be it MP3, Linux, software, or hardware, Michael has built his career on supporting open standards that empower consumers. With companies like Linspire, SIPphone, and MP3tunes, Michael has entered industries that traditionally had only one or two dominant players. But with each industry he tackles, Michael's end goal is trying to bring competition and freedom of choice back to the marketplace. And restoring that freedom is the undercurrent of every venture he helms.

Michael's high-profile startups include MP3.com, where he established the largest collection of digital music in the world, amassing more than 1 million downloadable MP3 files. Robertson also spearheaded change in corporate business music services and put the power of CD creation in artists' hands by offering a host of support technologies and services. Vivendi Universal purchased the profitable company in 2001 for \$372 million in stock and cash.

Michael's next project was to produce an easy-to-use product that could handily compete with operating systems like Microsoft Windows and Mac OS X. Having used Linux at MP3.com, Michael decided to start Linspire, Inc., a company that produces an affordable, license-free desktop Linux operating system that is gaining market share on Microsoft Windows. Four years after its founding, the Linspire operating system is making inroads in North America, Europe, Latin America, and the Pacific Rim as the easiest Linux distribution available.

In 2003, Robertson founded SIPphone.com, a company that harnesses the power of the Internet to allow customers to make free long distance phone calls. SIPphone was founded to build a VoIP platform and directory on which any hardware or software developer could offer free VoIP service. Since then the company has partnered with Web communities, universities, telcos and hardware manufacturers around the world to extend and strengthen its VoIP platform. Today SIPphone's service incorporates all the key elements of VoIP service.

In 2005, Michael reentered the MP3 business with his latest venture MP3tunes, an online music store and artist music service that offers digital music without digital rights management.

An active supporter of higher education, Michael launched REEF (Robertson Educational Empowerment Foundation) in the fall of 2002 at the University of California, San Diego. REEF is a non-profit organization that is dedicated to promoting new and innovative programs of investment in education.

Prior to establishing MP3.com as a major portal of music distribution, Michael operated several web sites from 1995 to March 1998 that focused on merging search technologies with commerce. Michael received his Bachelor of Arts degree in Cognitive Science from the University of California, San Diego (UCSD) in 1990. Michael is also a principal investor in Sadie's Children's Photography, a studio that creates Hollywood-like settings for children's portraits. Sadie's is located in malls across the country, including Mall of America.



**Theda Sandiford** - After graduating Tufts University with a degree in American Studies, Theda worked at WBLS as the promotion coordinator alongside her radio hero, Frankie Crocker. She left the station a year later to become the first black programmer of a major market country

station. In 1994, she was nominated for <sup>3</sup>Programmer of the Year Award<sup>2</sup> by the Country Music Association. Years later she left radio to move into print media, at Billboard magazine where she wrote the influential column Hot 100 Singles Spotlight and compiled the Hot 100 chart every week.

Bit by the label bug, Theda joined Def Jam Recordings in their sales department, but quickly moved to fill a void in the new media department. Nicknamed Theda.com by rapper Ja Rule, Theda developed a reputation for creating groundbreaking work. Critically acclaimed in the pages of Entertainment Weekly for a Foxy Brown comic-book site, Theda also received kudos when the Def Jam website won for best label site in the Online Hip-Hop Awards in 2000. Theda's multimedia experience at Def Jam inspired her to expand into the mobile market in 2004. As Brand Director for Def Jam Mobile, she was responsible for branding, licensing and developing original content. Shortly after launching several applications she moved on to drive new technology initiatives at Rush Communications where she assembled an incubator team that developed the concept, business plan and technical execution for start-up company (Global Grind). As an aficionado of both pop culture and modern technology Theda has fused her interests in a multimedia marketing and content development to create unique content campaigns and marketing strategies

for her consulting clients, which have included Phat Fashions, Asylum Records, Rush Communications, Community Connect, Capitol Records, Koch, and Kevin Liles Enterprises.

In her spare time, Theda co-hosts Wine Tasting events in NYC with her networking group, SuperNodes. She is also an avid photographer and collagist. <http://www.misstheida.com>



**Paul Schrieber** - has eleven years of computer industry experience, having spent time at startups (including one he cofounded) and large corporations. He has worked on projects in many fields, including nonprofit, media, education, manufacturing, music, auctions and operating systems. He is currently Screen Real Estate Agent for Apple.

Paul holds a Bachelor's degree in Computer Science and French from the University of Waterloo (2001), and is an alumnus of Shad Valley Calgary (1996) and Nelson High School (1996).

Paul has been involved in various aspects of music for eight years. He has attended hundreds of shows, written for Imprint and Emergent Music, sold merchandise and taken thousands of photographs. The cofounder and former architect for Community Musician, Paul now runs a successful house concert series.



**Raj Singh** is a mobile industry veteran having worked in all aspects of mobile over the past

9 years. Raj currently operates ToneThis, CNET's top downloaded ringtone creation product. Previously Raj led Business Development for Skyfire, a mobile web browser and consulted to Dell Mobile assisting them with their global SMS and WAP strategy. Prior to Dell, Raj co-founded Veeker, NBC's mobile video citizen journalism service, and Otasoft, an LBS Bluetooth couponing service.

Raj has also worked in product management and strategy roles for Kodak Mobile, Cellmania, MobiTV, PlayPhone, Hungama Mobile and Antenna Software. Raj's personal projects include Moblexa, a mobile toolbar, PocketTella, a mobile file-sharing service and Pubwalk, an LBS bar-hopping service. Raj is also a mobile advisor to a number of companies including Guba, ChuckD Mobile, DeviantArt, Oomble, Klicksports, Muse, BuzzD and several VCs within the valley.

Raj is a regular mobile writer and speaker including blogging for GotoMobile and previously blogging for Oreilly ETel. Raj has also made contributions to a number of mobile user and expert groups including the JCP, MMA and the Bluetooth SIG. For more information, please see [www.rajansingh.com](http://www.rajansingh.com).



**David Spark** is the owner of Spark Media Solutions, a traditional and new media custom publishing company that provides editorial guidance to turn businesses into the number one voice in their respective industry.

Spark is a twelve year veteran technology journalist. His articles and advice have appeared in more than 25 publications including eWEEK, Wired News, PC Computing, PC World, and Smart Computing. You may have seen Spark dispensing his "how-to" advice and punditry on TechTV (formerly ZDTV) or heard him currently hosting Sprint's Phone IQ podcast. Spark also works as an analyst for The Guidewire Group following emerging technologies. The Guidewire Group is responsible for co-producing the DEMO Conference.

In addition, Spark spent ten years in advertising and corporate entertainment as a new media director and marketing creative. Most recently he left Publicis Dialog in San Francisco where he launched the agency's custom publishing and new media divisions.



**Andrew Stess-** Over a span of more than 15 years, Andrew Stess has earned his reputation for being a deal-closer, relationship-builder and revenue driver for companies in established and emerging technologies. He is experienced in the digital media, consumer electronics and technology spaces, and now as CEO of

MusicIP, Andrew drives the company's overall strategy, growth and continued innovation. His team especially relies on his technical knowledge, sales expertise and passion for music.

Previously, Andrew spent several years with All Media Guide (AMG) as vice president of consumer electronics, a division which he launched and where he built the company's CE and technology licensing from the ground up. While there Andrew established important strategic relationships with a substantial

number of leading-edge companies including Playstation®3, Apple, Delphi, Yahoo!, AOL, Bang & Olufsen, RealNetworks and MP3Tunes. He has also held senior business development roles at Liquid Audio and Gracenote, where he pioneered the licensing of media recognition in consumer electronics devices and media player applications.

An internationally sought-after speaker in the digital music space, Andrew has spoken at Digital Music Forum, iHollywood Music 2.0, Telematics Update and other industry conferences, tradeshows and events.

In addition to his success in the digital media industry, Andrew is an ASCAP writer and publisher. He has composed music for radio, film and television and has played Bass for thirty years.

Andrew holds a Bachelor of Music in Film Composing from Berklee College of Music.



**Kristin Thomson** is a community organizer, social policy researcher, entrepreneur and musician. She currently serves as Deputy & Education Director, Future of Music Coalition in Washington, D.C. From 1989 to 1992, Kristin was an action organizer for the National Organization for Women. She left NOW to co-run Simple Machines, an independent record label, which released over seventy records and CDs in eight years. She also played guitar in the band Tsunami, which released four albums from 1991-1997 and toured extensively. In 2001, Kristin graduated with a Masters in Urban Affairs and Public Policy from the University of Delaware. As FMC's Deputy Director, Kristin is responsible for project management

and event organizing, including its annual Future of Music Policy Summit. She lives in Philadelphia with her husband Bryan Dilworth, a concert promoter, and their son Riley, where she also plays guitar in the lady-powered band, Ken.



**Mike Troiano** is a proven entrepreneurial leader with a track record of successes at the intersection of new technology and broad consumer adoption. He joined matchmine as CEO in November 2006 and has led the company to the successful launch of its product line and business

strategy at DEMO2007.

Previously, Mike was with mobile content pioneer m-Qube from its inception in 2002. He served as SVP of Business Development, SVP of Client Development, and General Manager, Interactive. He was instrumental in the sale of m-Qube to VeriSign in May, 2006 for approximately \$280 MM.

In 1996, Mike co-founded New York-based strategic Internet services firm Brandscape. As the firm's CEO, he established client relationships with Unilever, HP, and EMC, before combining assets of that firm with Primix Solutions (NASDAQ: PMIX) in late 1998. A year later, he became President of Primix, increasing the annualized revenues from \$5.6 MM to \$30.8 MM, doubling gross margins, and adding nearly \$200 MM in shareholder value.

Mike spent his early career at advertising agencies, including McCann-Erickson and Foote, Cone & Belding, defining business and marketing communications strategy for clients that included AT&T, Coca-Cola, and Taco Bell. He joined WPP Group in 1994, and became CEO of Ogilvy & Mather Interactive in 1995.

Mike's views on digital media and marketing strategy have been featured in Forbes, Adweek, Advertising Age, CNET, HomePC, and the PBS program Frontline.

Mike holds a Bachelor's Degree in Public Communication from Cornell University and a Master's Degree in Business Administration from the Harvard Business School.



**Cydney Tune, Esq.** is Counsel at Pillsbury Winthrop Shaw Pittman LLP's San Francisco office, and leads the firm's Copyrights practice and Media & Entertainment industry teams. Her practice includes a wide variety of intellectual property issues, including

copyrights and trademarks, as well as a broad array of entertainment, licensing and E-Commerce matters. She represents a variety of clients - large and small, domestic and foreign, and in many different industries.

Her professional affiliations include: Executive Committee, Copyright Society of the U.S.A.; Vice Chair, Copyright Committee, State Bar of California; Division Chair, Merchandising and Licensing, The ABA Forum on the Entertainment and Sports Industries; Advisory Board, Berkeley Center for Law and Technology; Editorial Board, *Copyright World*; Editorial Board, *Internet Law & Strategy*; Committee for Broadcasting, Sound Recordings and Performing Artists, American Bar Association Committee on Internet Content, American Bar Association Former Chapter Chair, Copyright Society of the U.S.A., Northern California Chapter, 2003-2005; International Trademark Association, Intellectual Property Section, State Bar of California, and the Board of Directors, Unbroken Chain Foundation.

# Speakers



**Colette Vogele** practices intellectual property law specializing in technology, new media, and the arts. She heads Vogele & Associates ([www.vogelelaw.com](http://www.vogelelaw.com)) representing numerous bloggers, podcasters, and businesses building Web 2.0 interactive communities with contract and licensing issues, copyright, privacy, trademark and brand management, litigation, and government regulations.

Vogele speaks and writes regularly on issues related to intellectual property and the internet. She also holds a non-residential fellowship at Stanford's Center for Internet & Society ([cyberlaw.stanford.edu](http://cyberlaw.stanford.edu)). Her published works include the /Podcasting Legal Guide/ (2006) (with Creative Commons and Harvard's Berkman Center for Internet & Society), an audio podcast /Rules for the Revolution: The Podcast/, the article /Podcasting for Corporations and Universities: Look Before You Leap/ (with E. Townsend Gard; Oct. 2006 in the Journal of Internet Law/Aspen Publishers) and contributing authorship for the book /Podcast Academy: The Business Book/ (Focal Press/Elsevier, Inc.). She is an Advisory Board member of the /Journal for Internet Law/, the /California Lawyer/ magazine, and The Conversations Network, and a Board member of INFORUM, a division of the Commonwealth Club.



**Steve Weisz** is CEO & Founder of In Ticketing. A gifted entrepreneur, Stephen has grown his company from organic roots into a major player in the ticketing industry, selling over a million tickets annually. His simple, strategic approach is to

deliver impressive bottom-line results to event organizers using cutting-edge technologies he develops. Stephen has led the company through a brand revitalization that included major shifts in brand strategy, operations and product design. Steve has been in the music & digital media industries for over 15 years. Prior to launching In Ticketing, Steve founded and operated web development & hosting firms to service entertainment companies and independent record labels in Atlanta and Los Angeles. Steve earned his degree in Industrial Design from Georgia Tech in 1997 with a focus on user centered design. Steve champions sustainable-minded business practices. He has created the only hemp/flax, recycled fiber, soy ink tickets on the market, launched the "Tree Per Ticket" program that has planted hundreds of thousands of trees since its inception, and led the company to be named an official Green Business by Co-op America.



**Brian Zisk** is a technology industry consultant specializing in digital media, web broadcasting and distribution technologies. Brian is a Co-Founder and Technologies Director of the Future of Music Coalition. Additionally, he is a Board Member and/or Strategic Advisor for a wide variety of tech companies and non-profits. He was previously a founder of The Green Witch Internet Radio which was sold to CMGI at the turn of the millennium. He is active in many influential computer-mediated forums, is quoted and published extensively in the media, frequently appears on panels and at industry events domestically and abroad, and is an expert at frenzy whipping, brand awareness, and in creating new business models. He is married Shoshana.



**Shoshana Zisk** is an entertainment lawyer with a wide range of experience in the music industry. Her recent industry experience includes Interim Chief Operating Officer of In Ticketing, Business & Legal Affairs for George Clinton and his musical groups Parliament, Funkadelic and The P-Funk Allstars, and General Manager of Clinton's independent record

label The C Kunspruzy. Her previous positions include Business & Legal Affairs at BMG U.S. Latin, the Copyright Department at Motown, and A&R Administration for Island Records. Shoshana is currently the CEO of Kiddie Village, which creates award-winning children's videos and music. She is a member of the California, New York, and Florida Bars. She graduated from the University of Miami with a bachelor degree in Classical Piano Performance and a Juris Doctorate (Cum Laude).

## Special Thanks

Thank You, Thank YOU

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**Cynthia Sanchez, Esq.**  
Sony Pictures Entertainment &  
American Bar Association

**Scott Beale**  
Laughing Squid

**Tess Taylor**  
NARIP

**Cliff Skolnick**  
for the wireless

**Corey Denis**  
**Maureen Herman**  
**Haley Jones**  
**Samantha Murphy**  
**Christian Perry ...**

**and too many other  
folks to mention!**

Special thanks to Rick Bacon and  
Jason Seto at the Hotel Kabuki

Thanks to all the panelists & attendees  
for making this a stellar event!

## After the Cocktails

We recommend

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### **Rasellas Jazz Club – Open Mic!**

#### **1534 Fillmore St. @ at O'Farrell**

Conference participant Dee "Dr. Dee" Spencer former Berklee College of Music faculty, founder of the jazz studies program at SFSU, is hosting an open mic for all musicians. Ethiopian cuisine.

### **Yoshi's Jazz Club**

#### **1330 Fillmore Street @ Eddy**

World class jazz. Michael Wolff (former band leader on the Arsenio Hall Show) performs at 7:00 and 10:00. Tix \$14 / \$18 Japanese Cuisine.

### **The Fillmore Auditorium**

1805 Geary Boulevard

Indie rock favorites *Built to Spill*  
w/*The Meat Puppets* at 8pm.

Tix \$25