

The New Music Seminar Announces Keynote Speaker Daniel Ek Of Spotify-Feb 2nd In L.A.

January 14th, 2009, New York, NY – The original New Music Seminar (NMS) www.newmusicseminar.biz, is pleased to announce Daniel Ek, CEO of Spotify, as the keynote speaker for the upcoming Los Angeles New Music Seminar taking place on February 2nd at the Henry Fonda Theater. Spotify, under the leadership of Ek is the innovative new music technology and service that has taken Europe by storm and is now poised to enter the US market with equal force.

“New Music Seminar has a reputation for bringing together artists, industry executives and entrepreneurs and discussing how the music business can be revolutionized. I’m looking forward to talking directly with artists and labels about how they can use services such as Spotify to help redefine how music is marketed and distributed.” – Daniel Ek.

Leaders from across the front edges of music, technology and beyond will speak and share ideas during this one day music, networking and educational extravaganza. NMS is the must attend one day for the industry (artists, managers, labels, etc...) who are seeking to learn and understand how to help artists “rise above the noise floor” in a shifting musical landscape.

Other featured players (panelists) include: Å½ber producer; Rodney Jerkins, Kevin Lyman; President/founder Warped Tour, Alexandra Patsavas of Chop Shop Music, Justin Tranter; lead singer of Semi Precious Weapons, Derek Sivers; Founder of CD

Baby and Jason Bentley; Program Director of KCRW. **Full panel listing is below.

The full day conference will include a symphony of four “movements” (focused discussion groups), live performances, the New Music Seminar “Artist on The Verge” contest winner performance and a ton of schmoozing both before, during and after the event.

“Whether you want to be an Artist, promoter, manager, or entrepreneur, here are the new rules to make it in the music business.” The Huffington Post

Then New Music Seminar will also host the exclusive After Grammy Jammy Opening Night Party at The Viper Room, located at 8852 West Sunset Blvd, on Monday evening February 1st, 2010. The evening will begin with a cocktail reception where delegates can network and schmooze between 7:00 pm and 9:00 pm. This will be followed by a private show attended exclusively by NMS delegates, the media and our partners, which includes NARAS, LA Weekly, Music Connection, Billboard, Digital Music News, Yahoo Music, MySpace Music, Hypebot, Filter Magazine, OurStage, RevebNation, Mozes, A2IM Indie Label Members and a host of new technology companies. It will be a great opportunity to meet and schmooze with all the top media and players in the music industry.

For the NMS Conference, badges can be picked up anytime after 7:30 am on February 2nd at The Henry Fonda Theater, located at 6126 Hollywood Blvd. The conference begins at 9:00 am sharp and will last until 6:45 pm. At this time, there will be a networking cocktail reception after to schmooze with other artists and Industry Leaders.

Says NMS founder Silverman, “The New Music Seminar is the epicenter of a new movement. The NMS is the creative crucible where new ideas are hatched and new collaborations formed. The New Music Seminar is a meeting of the architects of the next

music business; the creators, the investors, the technological visionaries, those for whom music is a passion that they cannot do without."

The conference will feature Keynote address and four Movements:

1st Movement Success & FRM: Conductor Tom Silverman

Tom Silverman Tommy Boy/NMS Founder

Mike Doernberg ReverbNation Founder

Bryan Calhoun SoundExchange VP, New Media / External Affairs

Ian Rogers Topspin President

Bruce Houghton Hypebot President

Frank Cooper Pepsi Chief Marketing Officer

Keynote: Daniel Ek: Founder Spotify

2nd Movement Marketing: Conductor Jon Healy

Jon Healy LA Times Editorial Writer

Greg Estes Mozes VP Marketing / Client Services

Alexandra Patsavas Chop Shop Music Supervisor

Derek Sivers CD Baby Founder

Corey Denis Not Shocking Founder

3rd Movement Creative: Conductor Jason Bentley

Jason Bentley KCRW Program Director

Justin Tranter Semi-Precious Weapons Lead Singer

Elliot Wilson Rap Radar Founder/Owner

Rodney Jerkins Darkchild Productions/Records Producer

Tom Jackson OnStageSuccess.com President

4th Movement Touring: Conductor Dave Lory

Dave Lory DJL Live Music Productions Chairman / CEO

Martin Atkins Tour:Smart / Invisible Records Author

Kevin Lyman Warp Tour/4fini Productions President

Elliott Lefko Golden Voice/AEG VP

Martin Winsch Mountain Ent./ Mgr Corey Smith

About The New Music Seminar

From the co-founder and director of the original legendary New Music Seminar comes a conference for the Next Music Business. Artists have never had so much power to control their own careers and build their success. This affordable, one-day event gives artists and their representatives the knowledge, tools and connections to step into the tomorrow's music business today. Delegates get an intense program including a keynote speech and four Movements with an incisive curriculum redefining the music business from the artists' perspective. Delegates all receive the New Music Business Guidebook filled with important do's and don'ts by the experts, tips, information, forms and essential websites and blogs. The NMS Schmoozatorium will have important exhibits by companies to help artists with their careers and amazing networking opportunities

The New Music Seminar Hits Los Angeles – February 2nd 2010



December 10th, 2009, New York, NY – The New Music Seminar (NMS) and OurStage.com announce the “Artists on the Verge” Winter New Artist Search. Enter to win this once in a lifetime opportunity aimed to help break aspiring artists' careers in the music industry through direct exposure and personal mentoring from some of the most influential and connected industry leaders of the new music business. The winner will also receive a special prize musical package including free musical equipment, video promotion, publicity services, legal

work, CD pressing and much more.

Entries are open to all unsigned artists in the Urban, Rock or Pop genres, and will be accepted until December 22nd, 2009 at <http://bit.ly/TheVerge>

Ten Finalists – A Judge Panel consisting of music industry leaders will select ten finalists from the top 20 ranked artists from each of the “Artists on the Verge” OurStage Channels. These ten finalists will have their A&R promotional packages and EPKs delivered to 20 top record labels in North America for consideration.

Top Three Finalists – The top three finalists will be awarded travel funds and passes to Los Angeles to attend the New Music Seminar on February 2nd, 2010 following the Grammy Awards. The three finalists will each receive a live mentoring and critique session by industry experts (led by superstar artists, producers, radio programmers, and bloggers) in front of the NMS audience.

Grand Prize Winner -The One Grand Prize Winner will be chosen at NMS to perform at the NMS After Party and will receive a comprehensive music consultation package that will include special music prizes, services and offerings from some of the smartest and most connected leaders of the new music business. (See full details below)

“Last year 105,000 albums were released but sadly, less than 50 artists doing it themselves broke 10,000 album sales for the first time. The New Music Seminar along with OurStage is dedicated to helping new artists learn how to ‘cut through the noise floor’. This contest will provide the opportunity and the right tools for the most talented new artists to break in the new music business,” explains NMS Founder Tom Silverman.

“We are thrilled to partner with the such an important program such as ‘The New Music Seminar’ and to help deserving emerging

artists increase their exposure and improve their craft,” shares Ben Campbell, CEO of OurStage. “OurStage is in the business of delivering life-altering opportunities for worthy artists – so this is really exciting for OurStage and our whole community.”

The Grand Prize Winner Package will include:

- Travel funds to attend New Music Seminar in LA
- New Music Seminar attendance
- Mentoring & Consulting
- ~ Tom Jackson – The Premier Live Performance Producer and Consultant
- ~ Tom Silverman – Founder of Tommy Boy and the New Music Seminar
- ~ Dave Lory – Manager and Touring Expert
- ~ Martin Atkins – Author of Tour:Smart – expert on touring and the live experience
- ~ Linda Lorence Critelli – Free 1 hour consultation with SESAC on “The business of songwriting and music publishing”
- ~ Pam Workman – Founder/Owner of WE + PR and Public Relations, in-depth PR consultation and strategy session
- ~ Joe Serling – Serling, Rooks, Ferrara, McKoy & Worob LLP – \$5000 worth of billable time for legal work and consultation
- Music Business Toolbox
- ~ Tour:Smart book – Signed by Martin Atkins
- ~ Music Success in 9 Weeks book – Signed by Ariel Hyatt
- ~ Musician’s Atlas Subscription
- ~ Trendrr Pro Gold subscription
- ~ Broadjam Subscription – One year to receive opportunities to get
- ~ your music used in TV and Films
- ~ Canadian Music Week – 2 Tickets to the convention in Toronto, March 2010
- ~ New Music Seminar Guidebook
- Exposure
- ~ A&R package critiqued at NMS by industry experts
- ~ Performance at the New Music Seminar immediately after the

final panel

Ã~ MySpace promotion

Ã~ Yahoo! Music – Exclusive front page video debut for your next video

Ã~ Pandora targeted ad campaign

Ã~ OurStage Feature

Ã~ WE + PR campaign to promote winner

Ã~ Ariel Hyatt PR Blog Campaign

Ã~ Corey Denis Cyber PR Social Network Makeover

Ã~ A&R Package sent by NMS to top A&R execs in North America (top 10 semi finalists)

Â• Monetize

Ã~ Sabian Cymbals

Ã~ Guitar Center \$1000 Gift Certificate

Ã~ Rainbo Records 1000 CD's manufactured

Ã~ Mozes Connect Subscription

Ã~ Ross-Ellis 500 deluxe vinyl jackets (packaging only)

For more details on the entry rules and contest please go to:

<http://www.ourstage.com/go/artistsontheverge>

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About OurStage

OurStage is emerging as one of the hottest new-music discovery platforms on the web. On OurStage, artists, fans and industry professionals all come together – to discover, judge, & enjoy the best new music and the best new artists online – as ranked by the fans. Top-ranked artists receive significant career-building promotion and support from famous artists, fans, industry professionals and a broad assortment of partners, including MTV2, ABC Radio, Radio-One, AOL Music, Bonnaroo, Bumbershoot, PLUG Awards, Newport Folk Festival, JVC Jazz Festival Newport, Paste Magazine, CMJ, Noise Pop, and many others. Founded in 2007, OurStage delivers music and related content to more than 4 million fans in over 140 countries each month. www.ourstage.com

The New Music Seminar Announces Los Angeles Conference – Tues, Feb 2nd, 2010 Following The Grammy Awards

Monday, November 16th, New York, New York – After rave reviews in New York City in July and the smash success of its second event in Chicago in October, The New Music Seminar (NMS) will be coming to Los Angeles at the Henry Fonda Theater on February 2nd immediately following the Grammy Awards. The New Music Seminar, www.newmusicseminar.biz, is the must attend one-day creative networking and educational event for artists,

managers, agents and music labels of every genre seeking to understand how to “rise above the noise floor” in a shifting musical landscape.

Featured players include: Frank Cooper, CMO Pepsi, Kevin Lyman, President/founder Warp Tour, Alexandra Patsavas of Chop Shop Music, Justin Tranter, lead singer of Semi Precious Weapons, Derek Sivers, Founder of CD Baby and Jason Bentley, Program Director of KCRW. The full panel listing and keynote speaker will be announced shortly.

NMS founder Tom Silverman explains, “ The music business has changed beyond recognition. The old record business is over. For record companies it’s a bleak picture. But it puts thousands of artists in the strongest position they have ever been to create their own success. “The trends are clear now and at the NMS the future will finally be foretold. ”

The conference will feature Keynote address followed by four Movements:

1st Movement: Welcome to the Music Business; Everything you know is wrong. The New Definition of Success. 1000 True Fans and the Fan Relationship Pyramid.

2nd Movement: Get Arrested; Marketing Yourself in the New Music Business – MySpace, Facebook and Twitter are not enough.

3rd Movement: The Creative Process and radical Differentiation; Supercharge your music to rise above the noise floor and achieve success. A virtual A&R meeting.

4th Movement: The Live Show and Tour; How to Cut through the Glut and reach the Magic 300 Ticket Mark

The NMS has already confirmed the following Players to participate in NMS LA with more to be announced shortly:

Martin Atkins (Author of Tour:Smart/CEO, Invisible Records)

Jason Bentley (Program Director, KCRW, music supervisor(The

Matrix), Disc Jockey)

Bryan Calhoun (Vice President of Digital, SoundExchange/ Music Business Toolbox, consultant: Kanye West, Lil Wayne)

Frank Cooper (Chief Marketing Officer, Pepsi)

Corey Denis (Marketing Consultant & Vice President Reapandsow.com)

Mike Doernberg (Founder, ReverbNation)

Greg Estes (Vice President of Marketing, Mozes)

Tom Jackson President (Tom Jackson Productions and OnStageSuccess.com)

Jon Healey (Editorial Writer, Los Angeles Times)

Elliott Lefko (Vice President, Goldenvoice/AEG Live)

Kevin Lyman (President 4fini Productions-The Warp Tour)

Alexandra Patsavas – Chop Shop (music for Grey's Anatomy, Gossip Girls, MadMen, New Moon)

Ian Rogers (President, Topspin)

Justin Tranter (Lead Singer, Semi Precious Weapons)

Derek Sivers (Founder CD Baby)

Martin Winsch (CEO/President, Mountain Entertainment, Manager-Corey Smith)