



BMI[®]

Bringing people who create music together with businesses that play music.



Music is so much a part of our lives that we often take it for granted. It's in the air around us — in our cars, at the ballgame, in the stores where we shop and the restaurants where we eat. It's on the radio and television, on the Internet and in the movies. With the push of a button or a simple turn of a switch, we have access to Rhythm and Blues, Pop, Rock & Roll, Oldies, Jazz, Latin, Heavy Metal, Rap, Classical, Standards, Country, Urban, Gospel and more. Operating on a non-profit-making basis, BMI provides the businesses that play music an efficient, competitive mechanism to license public performance rights.

BMI serves its licensees by clearing the right to publicly perform approximately 4.5 million musical works in its repertoire. BMI's service saves time and money for businesses that would otherwise have to secure individual permission for every BMI-represented work they played.

ABOVE, L-R: HANK WILLIAMS; ARETHA FRANKLIN; CHUCK BERRY



In the Beginning...

Broadcast Music, Inc. (BMI) was founded in 1940 as an organization to clear public performance rights for businesses that use music. BMI provides songwriters and music publishers an opportunity to be compensated for the public performance of their works by licensing businesses that choose to play their music.

Operating on a non-profit-making basis, BMI returns all revenues generated, less operating expenses, back to the creators of music.



More than 60 years ago, with just one dominant U.S. performing rights organization in existence, many types of music had limited access to mainstream American Radio without proper representation and compensation. Through the formation of BMI, the doors were opened to new songwriters and publishers, providing economic opportunities that ushered in a wealth of vital new sounds in American music, and indeed the music of the world.



DICK CLARK

Prior to BMI's founding, the music business was not readily accessible to newcomers. BMI opened the doors for the young, the black, the country, the non-traditional songwriter. It widened the opportunity for more creative people to participate in the art of music."

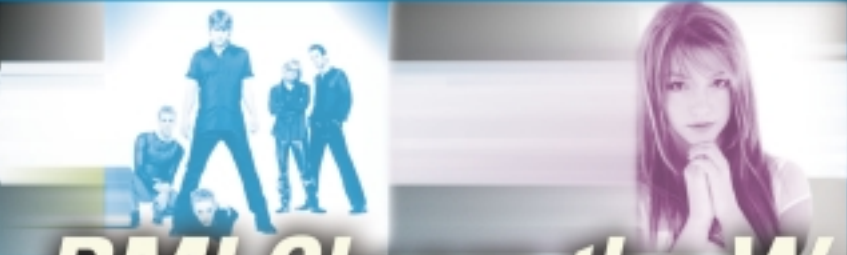
ABOVE, L-R: THE SHIRELLES; BARRY MANN & CYNTHIA WEIL; JAMES BROWN;
ELVIS PRESLEY; LORETTA LYNN; HOLLAND, DOZIER & HOLLAND



Why Songwriters and Music Publishers Get Paid

Music, just like films, books, and software, is intellectual property which is owned by the creator or copyright holder. Songwriters and music publishers have the right to be paid for the use of their property. BMI makes it easy for businesses to secure performance rights to millions of musical works by clearing those rights.

BMI surveys include more than 450,000 hours of radio airplay, 6 million local TV program hours and 6.5 million network TV program hours.



BMI Clears the Way

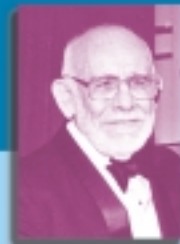
BMI clears public performance rights to the most popular compositions from every musical genre. BMI serves licensees including television and radio stations, restaurants and bars, cable networks, hotels, nightclubs, web sites and more.

BMI serves more than 375,000 businesses, clearing billions of musical performances in America every year.

BMI's contribution has been so enormous that it's hard to imagine what music would be like today without them. They turned out to be the mechanism that released all those primal American forms of music that fused and became rock & roll."

JERRY WEXLER, CO-FOUNDER, ATLANTIC RECORDS

ABOVE, L-R: SUGAR RAY; SHANIA TWAIN; RAY CHARLES; MATCHBOX TWENTY; BRITNEY SPEARS; BEASTIE BOYS





BMI Bridges the Gap

The explosion in the new digital media, the Internet, cable, and satellites makes BMI's role as a bridge between music creators, copyright owners and the businesses that use that music even more important today than when the company was founded more than sixty years ago.



BARRY MANILOW

BMI got me through some very lean times when I was a struggling songwriter back in New York City. They supported and encouraged me back in the early days. They have been very important to me."

ABOVE, L-R: BEBE & CECE WINANS; CREED; CARLOS SANTANA; JOHN SEBASTIAN;
NATALIE COLE; NORMAN WHITFIELD & BARRETT STRONG; FAITH HILL



Where the Money Goes

START HERE

A songwriter creates the music...

...BMI pays royalties to songwriters and publishers.

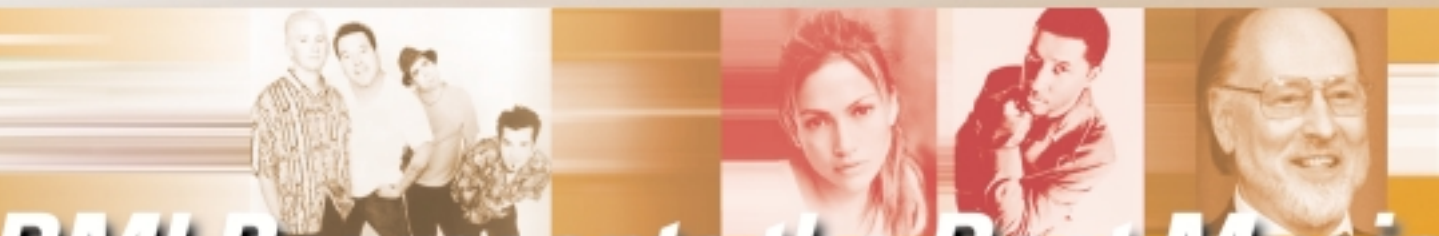
All BMI fees, less operating expenses, are returned to the creators of music.

...Affiliates with BMI...

...Businesses pay BMI fees...

...BMI licenses businesses who play the writer's music.

BMI operates as a non-profit-making business. After operating expenses are paid, royalties are distributed to songwriters, composers and music publishers.



BMI Represents the Best Music

When you and your customers want the best music in America, you want BMI music. Your license fee enables your business to play the most popular music on the radio over the last decade. Whatever your musical tastes and needs, BMI songwriters and music publishers have been acknowledged as the best.

GLORIA ESTEFAN

AT BMI, they take the time to make the relationships. It's a very warm feeling to have people that care about you."



ABOVE, L-R: SMASH MOUTH; JENNIFER LOPEZ; BABYFACE; JOHN WILLIAMS; MARIAH CAREY; SHAKIRA; TIM MCGRAW



BMI Award Winners

More than half the music performed on radio in the American marketplace during the 1990s was represented by **BMI**.

Grammy Awards, 1990-2000 :

BMI 53%

Others 47%

Down Beat Jazz Poll, 1990-2000 :

BMI 68%

Others 32%

Rock & Roll Hall of Fame, since inception :

BMI 73%

Others 27%

Rhythm & Blues Foundation
Pioneer Awards, since inception :

BMI 87%

Others 13%

Primary Composer, Ten Top-Grossing
Feature Films of All Time*

BMI 70%

Others 30%

Country Music Assoc. Hall of Fame,
since inception :

BMI 85%

Others 15%

All numbers reflect shares of compositions actually represented by BMI

*as of January 2001



The Best in Television...

TV & Syndicated Programming

Mike Post

NYPD Blue

Law and Order

W. G. "Snuffy" Walden

The Drew Carey Show

Providence

Ray Bunch

JAG

Nash Bridges

Mark Mothersbaugh

Rugrats

BMI Themes

Wheel of Fortune

Jeopardy

Judge Judy

New Hollywood Squares

Friends

BMI Music

ER

Survivor

Jerry Springer

Seinfeld

Entertainment Tonight

BMI songwriters go beyond radio. From the movies' *Star Wars* and *Titanic* to TV's *NYPD Blue*, BMI also represents the best creative minds in the music business for television and film.

Whether it is the opening theme that draws you in, or the background music that keeps your emotions piqued, BMI composers deliver the best.

MIKE POST



“Composing a theme for a television show is like finding a large needle in a medium-size haystack. The job consists of encapsulating the overall feel of the show or the personality of the star-ensemble type show...All of this has to be done in a very few weeks in pilot season. What a great way to make a living!”

ABOVE, L-R: LALO SCHIFRIN; STEVIE NICKS; DOC POMUS; AALIYAH; EMINEM; TONI BRAXTON



...And Film

BMI represents music from seven of the top ten composers of the nineties.

<u>Composer</u>	<u>Total Box Office</u>	<u>Selected Credits</u>
John Williams	\$2.46 bil	Star Wars: Episode 1, Saving Private Ryan, Schindler's List, Jurassic Park, JFK
Jerry Goldsmith	\$2.10 bil	The Mummy, L.A. Confidential, Air Force One, Sleeping With The Enemy, Total Recall
Alan Silvestri	\$2.01 bil	The Bodyguard, Forrest Gump, Grumpy Old Men
Hans Zimmer	\$2.00 bil	Crimson Tide, Backdraft, Thelma & Louise, Driving Miss Daisy
Danny Elfman	\$1.60 bil	Sleepy Hollow, Good Will Hunting, Men in Black, Mission Impossible, Batman Returns
Michael Kamen	\$1.31 bil	Lethal Weapon 4, 101 Dalmatians, Mr. Holland's Opus, Robin Hood: Prince of Thieves
David Newman	\$1.23 bil	Bowfinger, Never Been Kissed, Anastasia, The Nutty Professor, The Flintstones

Source: *Daily Variety*, Sept. 13, 2000; compiled by Adam Goldworm





BMI Helps Songwriters Work for Your Business

BMI's writer and publisher relations team is constantly on the lookout for new songwriters and composers. Through BMI workshops, showcases and other programs, writers are able to grow creatively and professionally, while making new connections with other music creators. This provides your business with a fresh and continuous flow of music for your customers.

VINCE GILL

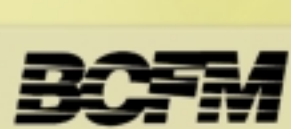


As a songwriter who's been fortunate enough to make a career of it, I'd like to thank you for playing my songs. A successful career perhaps owes as much to chance as to talent, but one decision that has been a 'sure thing' for me is my association with BMI. "

ABOVE, L-R: DOLLY PARTON; R. KELLY; CLINT BLACK; SHERYL CROW; KRIS KRISTOFFERSON; ANTONIO CARLOS JOBIM



Your Music Connection




BMI works with leading industry organizations to make it easier for its customers to license the BMI repertoire.

BMI customers include:

- Radio Stations
- Television Stations
- Cable Networks

- TV Networks
- Hotels
- Internet Sites
- Night Clubs

- Restaurants
 - Cable Systems
- ...and all other businesses that choose to publicly perform music in their workplace.



Digital Leadership

Leading the music business into the digital age, BMI launched an initiative in 1999, which forms the core of its digital rights agenda. Called “The Horizon Project,” it is aimed at technologically enhancing service for licensees, writers and publishers.



Over the past five years BMI has created a suite of digital tools for its licensees. Highlights include:

- **Radio Select:** A free, automated web-based per program service for radio stations accessible via bmi.com 24 hours a day, providing savings in time and money.
- **MusicBot™:** A patent pending search and databasing robot that finds music online.
- **TV Select:** A free, automated web-based per program service for television stations accessible via bmi.com 24 hours a day, providing savings in time and money.
- **Electronic Music Reports:** Making paper reports of music performances a thing of the past.
- **Electronic Payments:** Online license fee payment.

ABOVE, L-R: PATTI LABELLE; GLENN FREY; DON HENLEY; FAITH EVANS; B.B. KING; DIXIE CHICKS




Online Licensing...

By clicking on the "Accept" button below, I warrant and represent that I am authorized to enter into this agreement on behalf of the Licensee listed in this Agreement and that I have read and understood, and agree to be bound by, all of the terms and conditions contained in the Agreement

I accept

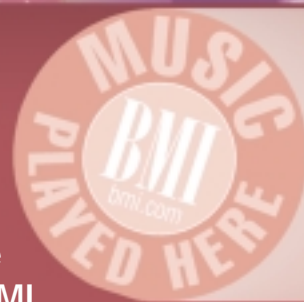
The Digital Licensing Center (DLC) is the latest development in BMI's effort to build the market for copyrighted content in cyberspace.

The DLC is an end-to-end "KLIK-THRU" system that allows Internet sites to complete copyright licensing agreements with BMI online, on demand, 24 hours a day, 7 days a week. Your BMI web license is only a "KLIK-THRU" away.



And Digital Licensing Tools for the Future

- **Online Financial Reporting:** Licensed web sites are able to report, review and update data with online financial reporting. Those web sites that are licensed using BMI's "KLIK-THRU" method enjoy the convenience of submitting their financial reports online.
- **Downloadable License:** BMI was the first to offer a digital license alternative to web sites. You can have a digital music performance for your web site in minutes!
- **The BMI e-Decal:** Sites that are licensed will be able to display the BMI e-Decal and let everyone know that their site plays the best music in America.



STEVE CROPPER

BMI played a real large part in my career. They were not only helpful in giving me insights into the business, but also as a liaison between the industry people, the radio stations, TV stations and record companies."

ABOVE, L-R: DAVE BARTHOLOMEW; MICHAEL BOLTON; JANET JACKSON; PAUL SIMON; CAROLE KING; TINA TURNER



Choices for Your Business

BMI provides your company with solutions to meet your needs.

BMI offers flexible, affordable licenses that let you create the perfect programming balance for your audience.

LICENSE OPTIONS:

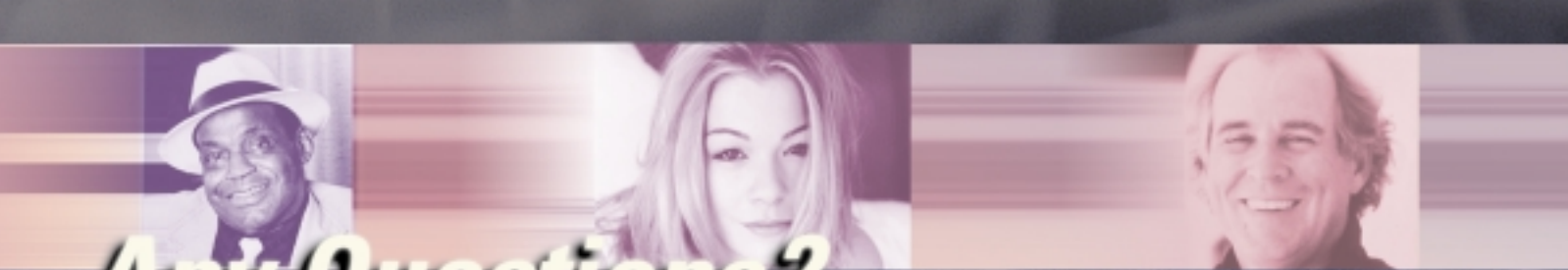
Depending on your business, you have choices on how you license the music you use. From Broadcast to Storecast and more, BMI has a license for your business. BMI's licensing team will be happy to review your licensing options.



OTIS BLACKWELL


It all begins with a song." That's my motto. And I began with BMI over 30 years ago, writing such hits as "All Shook Up," "Don't Be Cruel," "Return to Sender" and "Great Balls of Fire." I have always received proper payment, which I know comes from BMI's efforts with the folks like you that use my music. And I've always received great treatment, which I know comes from the kind of people that run BMI."

ABOVE, L-R: DAVID BOWIE; BOUDLEAUX & FELICE BRYANT; WILLIE DIXON; LEANN RIMES; JIMMY BUFFETT



Any Questions?

Where do you go to get information on BMI?
...bmi.com. Need to know more about a songwriter?
Interested in a license for your business?
Interested in a song title? ...bmi.com provides you
with all of the information that you may need.



NEED HELP ? CALL US !

- For radio and TV stations, call 800-258-5813
- En Espanol — call 888-264-5306
- If you are a customer outside of the broadcast, cable or new media industries, call 800-925-8451
- Or contact us via email: licensing@bmi.com

Music Copyrights

Public Performance Right: the exclusive right of the copyright owner, granted by the U.S. Copyright Law, to authorize the use of the work in public.

Public Performance License: the license issued by the copyright owner or his agent granting the right to perform the work in, or transmit the work to the public.

Who do I talk to: Broadcast Music, Inc.
bmi.com

Reproduction Right: the exclusive right of the copyright owner, granted by the Copyright Act, to authorize the mechanical reproduction of a musical work in a record, cassette or CD, or the reproduction of a musical work onto the soundtrack of an audio/visual work.

Mechanical License: the license issued by the copyright owner or his agent, usually to a record company, granting the record company the right to reproduce and distribute a specific composition at an agreed upon fee per unit manufactured and sold.

Who do I talk to: Harry Fox Agency, Inc.
<http://www.nmpa.org/hfa.html>
Record Company

Synchronization License: the license issued by a copyright owner or his agent, usually to a producer, granting the right to synchronize the musical composition in timed relation with visual images on the film or videotape.

Who do I talk to: Harry Fox Agency, Inc.
<http://www.nmpa.org/hfa.html>
Record Company

Digital Performance Right In Sound Recordings: the exclusive right of the owner of the copyright in a sound recording (which is separate from the copyright in the underlying musical works that BMI represents), granted by the U.S. Copyright law, to authorize certain digital transmissions (e.g. Internet Streaming).

Who do I talk to: RIAA <http://www.riaa.com>
Record Company