

SoundExchange Reporting for Public Broadcasters

AMPPR Conference
10 March, 2011

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NPR Digital Services

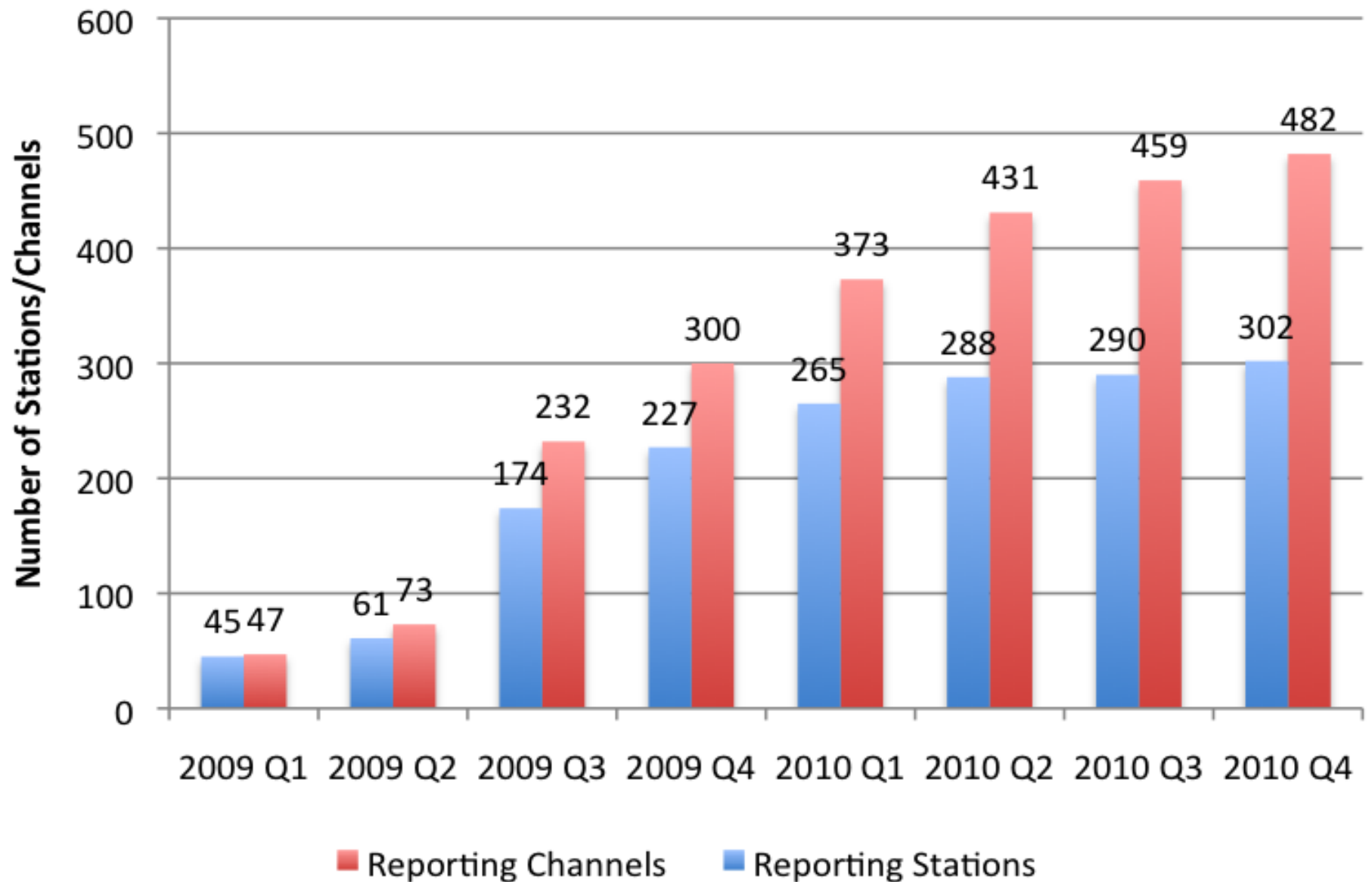
Public Interactive is now NPR Digital Services

- New name
- Expanded services
- Same nonprofit dress code

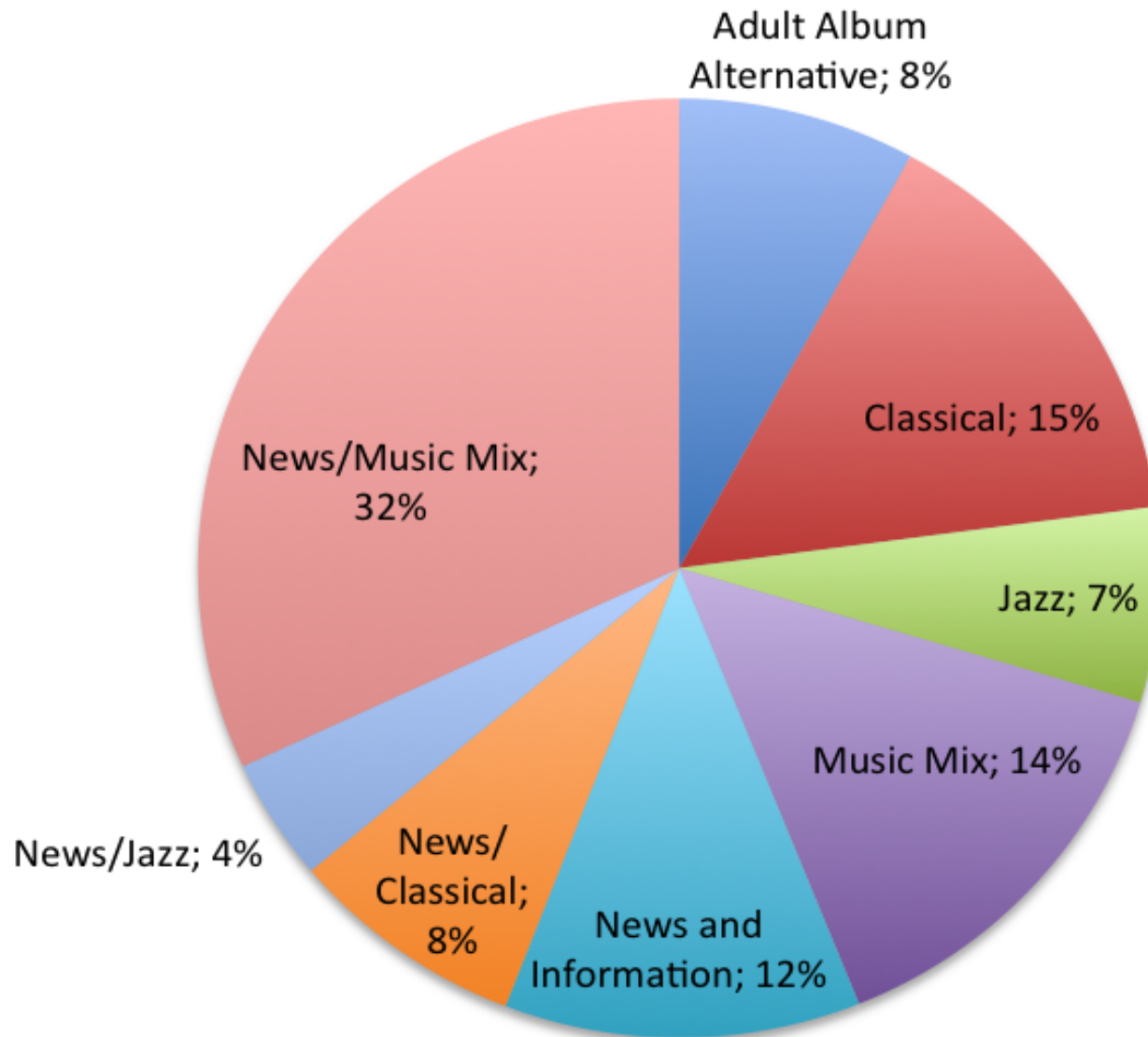
CPB-SoundExchange Webcasting Agreement

- Currently runs through 2015
 - Eligible stations
 - NPR members
 - NFCB members
 - CPB CSG recipients
 - CPB pays **all** SoundExchange royalties for music streaming
 - Stations report quarterly to SX through **NPR Digital Services**
 - Submit 14-days worth of playlists, streaming access logs
- Original CPB-SX agreement expired on 12/31/2010
 - New agreement started 1/1/2011
 - Stations **MUST** opt-in (again) for coverage under new agreement
 - Request coverage via CPB IMR site:
 - <http://www.cpb.org/stations/musicrights/>
- Syndicated show producers should submit playlists to NPR/DS

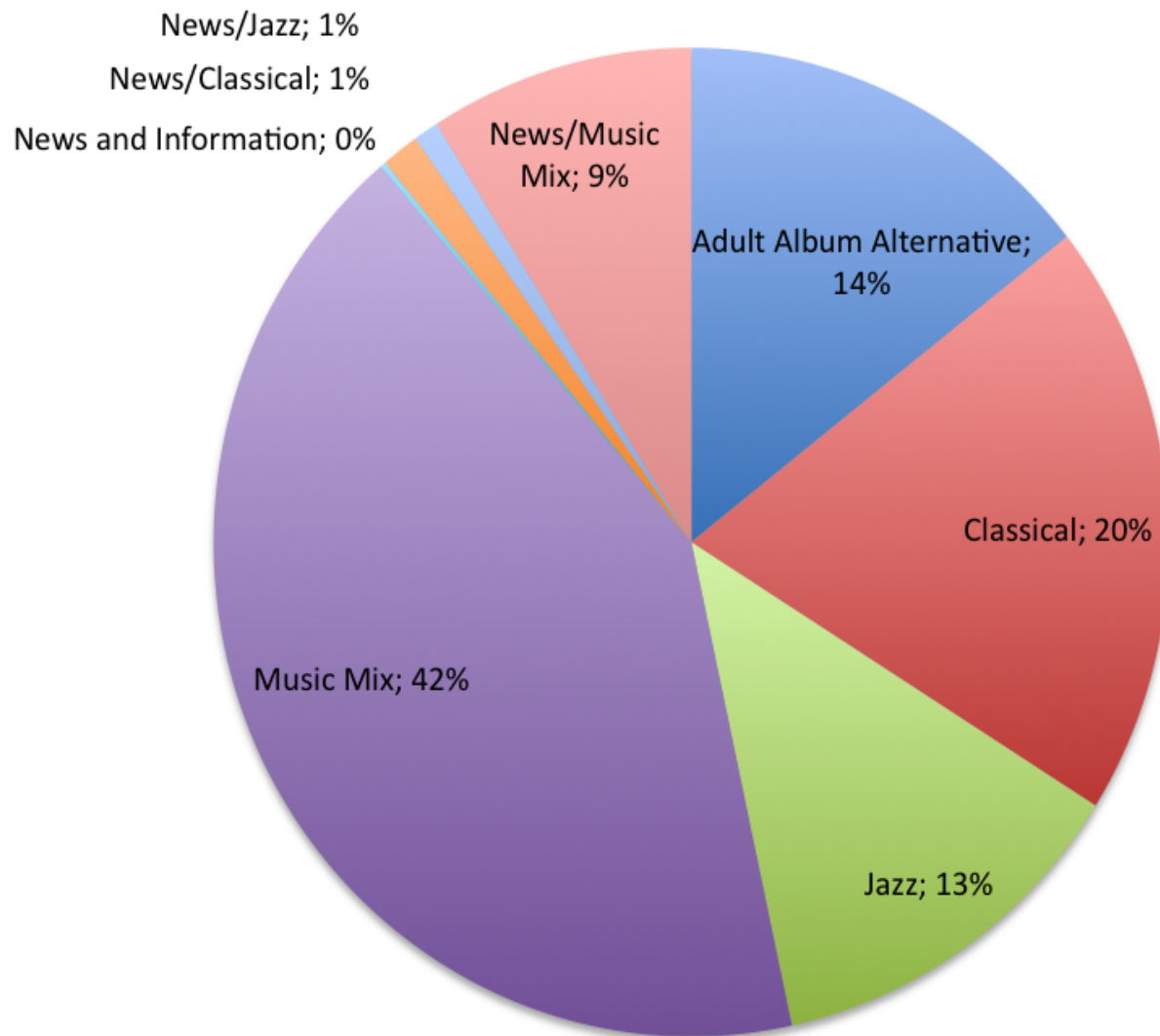
Reporting Stations/Channels

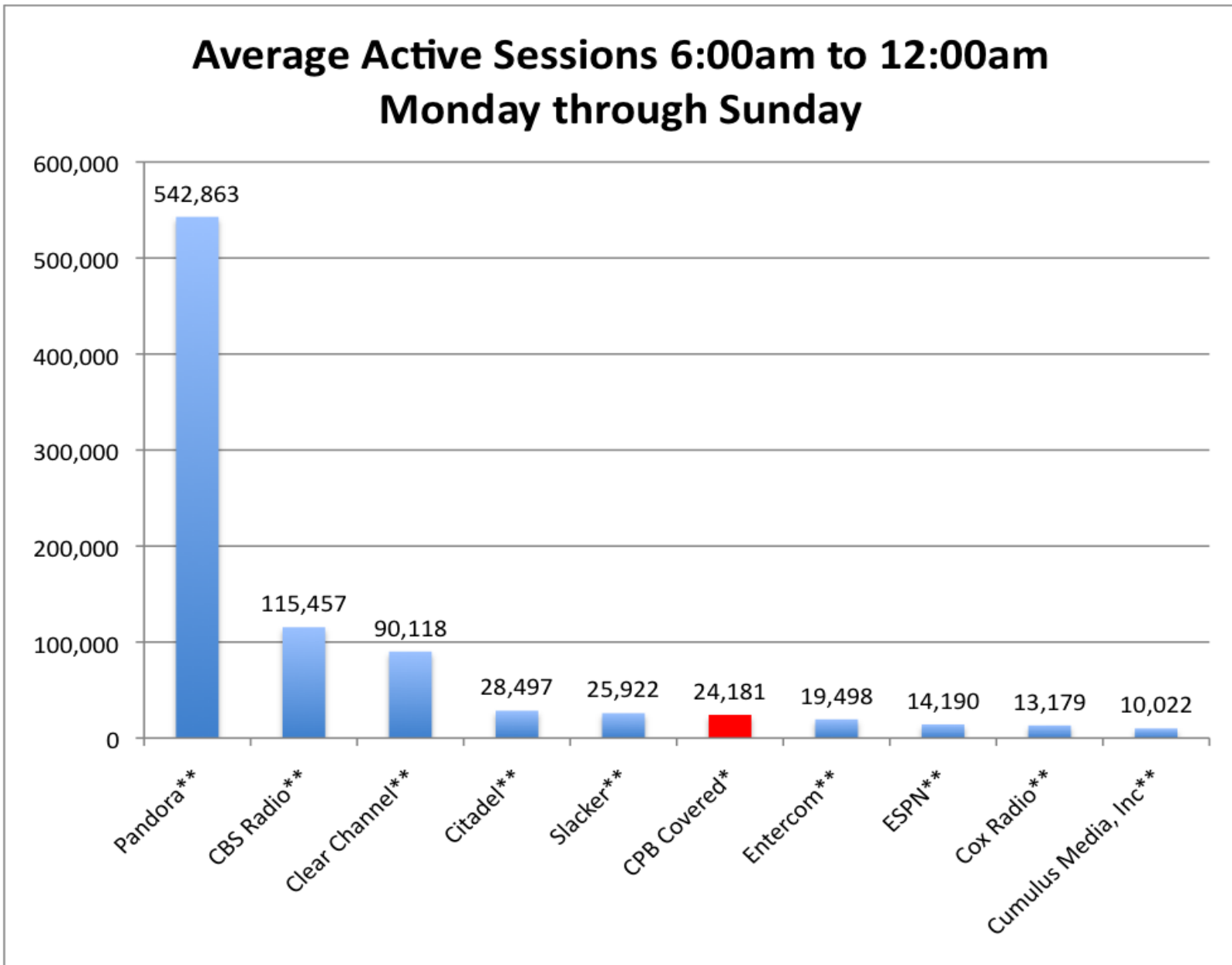


Reporting Channels by Format - Q4 2010



Monthly Music Aggregate Tuning Hours by Format - Q4 2010

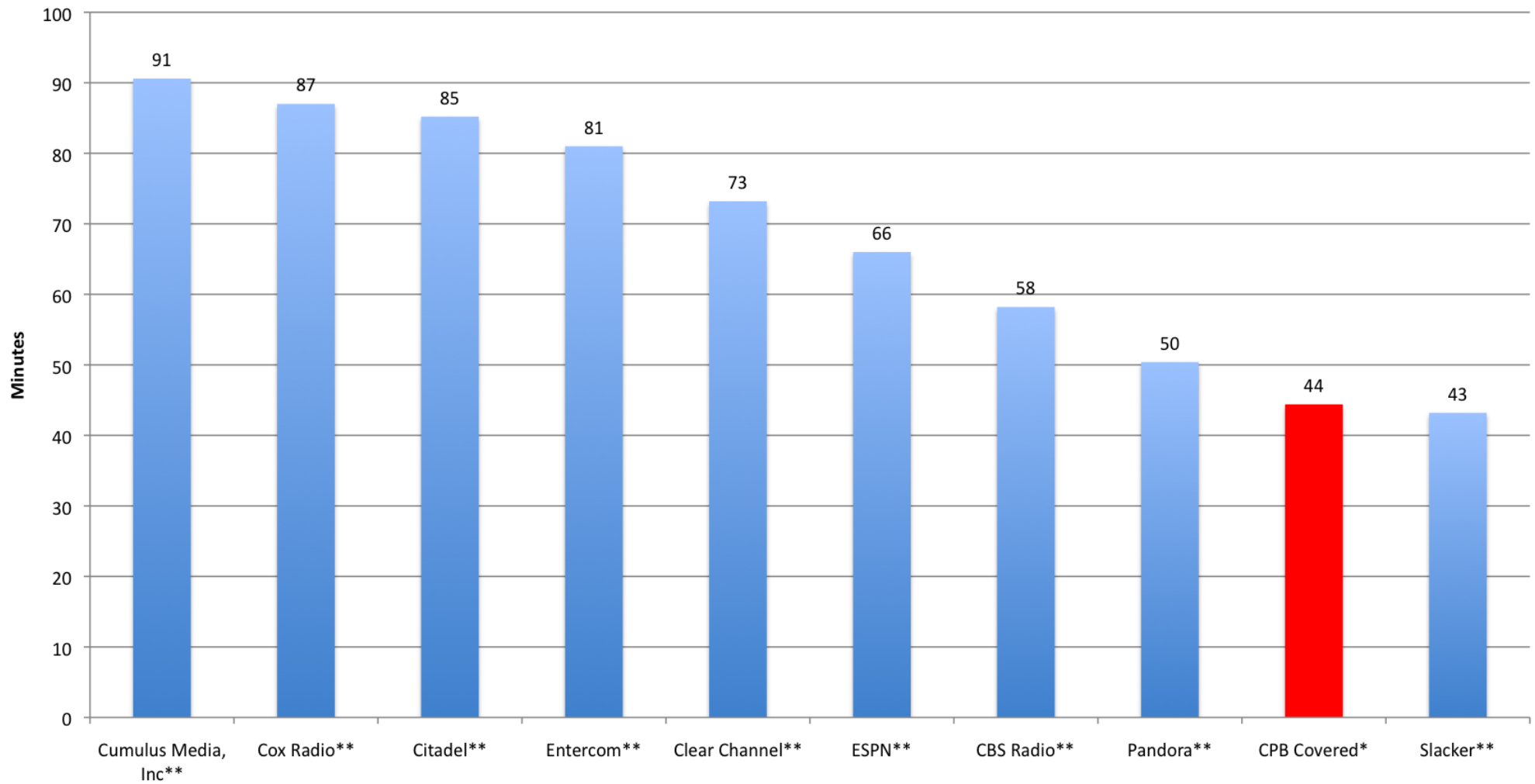




* Source: NPR Digital Services, Q4 2010

** Source: Ando Media December 2010 Internet Audio Top 20 Domestic Ranker

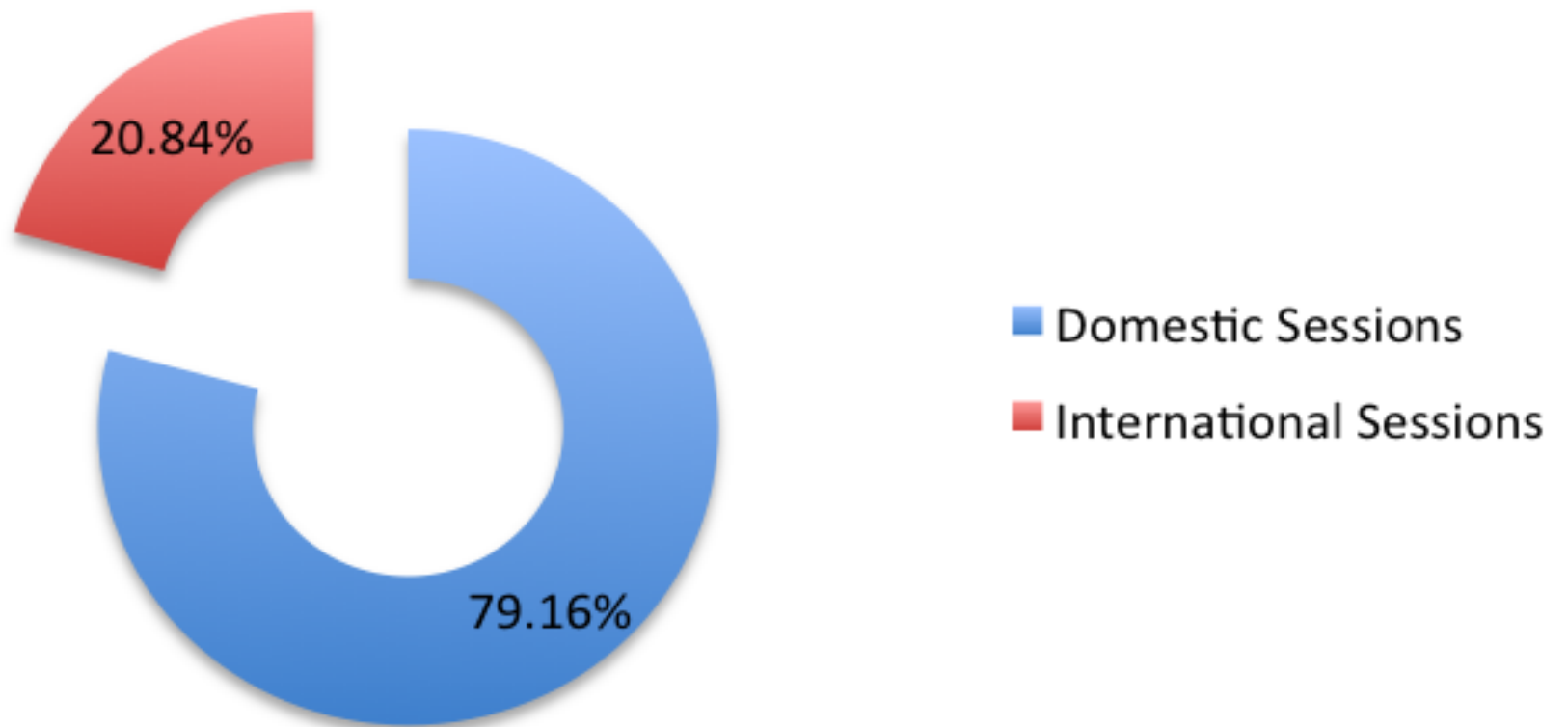
Average Time Spent Listening 6:00am to 12:00am Monday through Sunday



* Source: NPR Digital Services, Q4 2010

** Source: Ando Media December 2010 Internet Audio Top 20 Domestic Ranker

International Listening - Q4 2010



Most Performed Songs (ATP) - Q4 2010

Jazz, News/Jazz:

1. Houston Person "Bleeker Street"
2. The Marsalis Family "Syndrome"
3. Houston Person "Moment to Moment"
4. Tamir Hendelman "Soft Winds"
5. Taylor Eigsti "Daylight"

Adult Album Alternative:

1. Elvis Costello "National Ransom"
2. Matt Costa "Witchcraft"
3. Cake "Sick of You"
4. Gonzaghuinha "Tanacara"
5. Lissie "In Sleep"

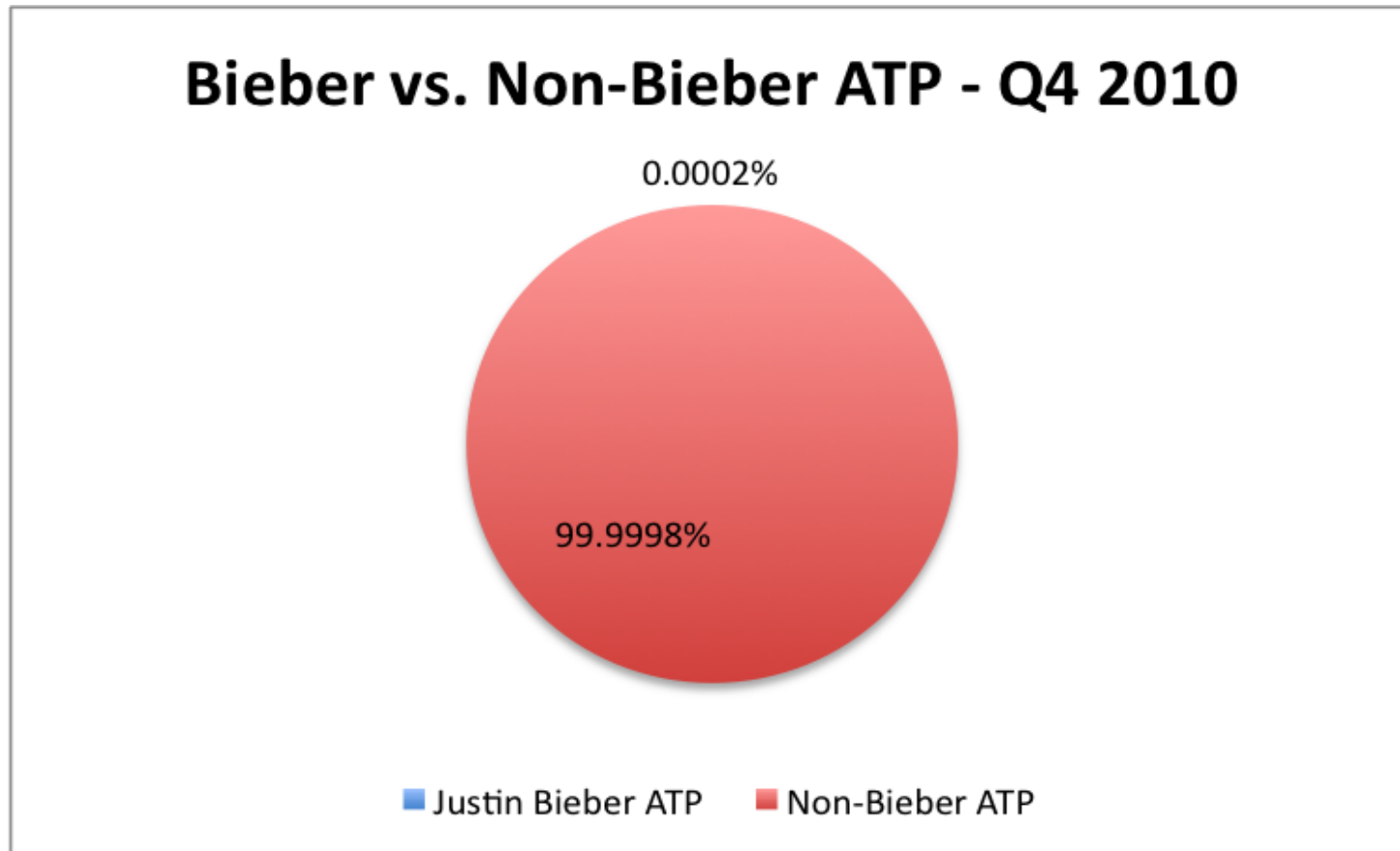
Music Mix, News/Music Mix:

1. Gonzaghuinha "Tanacara"
2. The Decemberists "Down by the Water"
3. Lykke Li "Get Some"
4. Junip "Always"
5. Glasser "Home"

Classical, News/Classical:

1. Anonymous 4 "The Cherry-Tree Carol"
2. London Brass "Christmas with London Brass"
3. Cleveland Orchestra "Wagner: Rienzi Overture"
4. (Various) "The Nutcracker"
5. Anne-Sophie Mutter, Lambert Orkis "Brahms: Violin Sonatas No 1-3"

Q: Does Public Radio Have Bieber Fever?



A: No!

Further Information and Contact

<http://soundexchange.digitalservices.npr.org>

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Q1 2011 reporting data due Friday, April 8, 2011