



For Immediate Release  
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## **SaveNetRadio Coalition Joins the Fight to Preserve the Future of Internet Radio**

**WASHINGTON D.C.** – Today representatives of the growing SaveNetRadio coalition announced the launch of a national grassroots campaign aimed at preserving the future of Internet radio. The coalition of Internet radio listeners, music labels, artists, and webcasters was formed in response to a March 2<sup>nd</sup> ruling by the Copyright Royalty Board that increases the fees webcasters pay to play music online by 300-1200 percent and threatens to bankrupt the vast majority of webcasters.

“The CRB’s ill informed decision to increase royalty fees to this unjustifiable level will quite simply bankrupt most webcasters and destroy Internet radio,” Jake Ward, a spokesperson for the SaveNetRadio campaign said. “Radio on the Internet is not a passing fad or for a niche audience. It is an enormously popular medium that offers unprecedented diversity for its more than 70 million listeners and for artists. Particularly for independent artists, Internet radio has the ability to reach millions of fans across the country who would otherwise never hear their music. Net radio has changed the way people listen to, buy, promote and market music and we cannot afford to let it die.”

Members of the coalition, including webcasters, artists, and labels from throughout the country met with the media this morning to voice their concerns about the Copyright Royalty Board’s decision and its impact on Net radio and pledge their support for the campaign. The coalition’s website – [SaveNetRadio.org](http://SaveNetRadio.org) – was also launched today and will enable the more than 70 million net radio listeners and hundreds of thousands of artists nationwide who enjoy and depend on Internet radio, to learn more about what they can do to help preserve music diversity on the Internet and ensure the future of Net radio itself.

Coalition members meeting with the media today included: Kurt Hanson from AccuRadio; Johnie Floater from Live365; Joe Kennedy from Pandora; Courtney Delaney from webcaster and on-line retailer Outbound Music; Reno, Nevada based band Sol’ Jibe; New York City based band The Velocet; Rob Waller of Western Seeds Records; and, JT Coldfire of Roots Music Association. Comments and views of these coalition members are posted on the coalition website.

The increased royalty rate, scheduled to take effect May 15<sup>th</sup>, will become the single largest operating expense for webcasters according to a recent J.P. Morgan Securities, Inc. study, and the majority of webcasters will not be able to generate enough advertising revenue to avoid bankruptcy. Because the CRB rates are retroactive to January 1, 2006, even if effective for only a single day, past due royalties alone will be enough to bankrupt virtually all small and mid-sized webcasters, many of whom are the hallmarks of programming diversity. According to The American Association of Independent Music, Net radio plays nearly four times as much independent music as terrestrial FM radio.

For more information on the SaveNetRadio coalition visit [www.savenetradio.org](http://www.savenetradio.org)

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