



STEVE SCHNUR OF ELECTRONIC ARTS SET FOR KEYNOTE ADDRESS
AT LEADERSHIP MUSIC DIGITAL SUMMIT ON APRIL 18

EARLY REGISTRATION DISCOUNT FOR GENERAL PUBLIC ENDS THIS WEEK

Nashville, TN (4-3-06) – **Steve Schnur**, Worldwide Executive of Music and Marketing for gaming giant Electronic Arts (EA), has been tapped as the keynote speaker for the second annual **Leadership Music Digital Summit on Tuesday, April 18 at Belmont University**. The day-long event, dedicated to the business, creative and legal issues of digital music, is produced in partnership with The Mike Curb College of Entertainment and Music Business at Belmont University’s Curb Event Center.

In his position with Electronic Arts, the world’s biggest video game publisher, Steve Schnur is responsible for the creation and development of groundbreaking music in EA games. He has brought established stars, breakthrough new artists and award-winning composers to top-selling EA sports and entertainment franchises, changing the industry’s perception of video games from simple licensing opportunities to their now-essential role in artists’ careers. Schnur’s innovations in the worlds of music and gaming led *The Washington Post* to call him “The Clive Davis of the videogame industry.” Prior to joining EA in 2002, he held various executive positions with MTV, Elektra Entertainment, Chrysalis Records, Arista Records and Capitol Records, and was selected as “One of the most creative people in entertainment” by *Entertainment Weekly*.

The Leadership Music Digital Summit will also feature conference sessions on intellectual property issues, digital broadcasting and new radio, online music marketing,

wireless mobile music and entertainment, what's new on the technology horizon, and consumer trends. Conference co-chairs are Lori Badgett, vice president of SunTrust Bank, and Fletcher Foster, senior vice president of Capitol Records Nashville.

Microsoft Corporation returns as Platinum Sponsor of the conference on behalf of Windows Media Playsforsure. PassAlong Networks is Premiere Gold Sponsor; Motorola is Gold Sponsor; eMusic / The Orchard and Yahoo! Launch are Silver Sponsors. Additional sponsors include Capitol Nashville, CMA, Regions, RIAA, and SunTrust, and Donor Sponsors HiFi Fusion, *Music Row* magazine, echomusic, and the Academy of Country Music.

A discounted registration of \$129 is offered to alumni of Leadership Music as well as to partner organizations such as AFTRA, ACM, Americana Music Association (AMA), CMA, Copyright Society of the South, GMA, IBMA, NARAS, NSAI, Nashville Film Festival, SOLID, SOURCE and the Nashville Technology Council. **An “early-bird” rate of \$129 is offered to the general public through this week; registration beginning April 10 and on-site will be \$179.** Student rate is \$39. (Lunch is included with all registrations.) Attendance is limited, so early registration is encouraged by visiting the official website, www.digitalsummit.org.

The Digital Summit will kick off with the **keynote address**, to be followed by an **intellectual property** panel, focusing on the intellectual property rights and ownership involved with digital and wireless distribution of music content. Representatives from *Billboard*, BMI, Digital Media Association (DiMA), EMI Music Group, Microsoft, Recording Artists' Coalition, Nashville Songwriters Association International (NSAI), National Music Publishers Association (NMPA), Recording Industry Association of America (RIAA), and the U.S. Copyright Office will address the long-term effects of IP policies, digital rights management and governmental involvement.

The **New Radio** panel, featuring representatives from iBiquity, Infinity Broadcasting, Launch, Motorola, Musicnet, RAIN (Radio and Internet Newsletter), and XM Satellite Radio, will explore the numerous new radio models from Internet to wireless.

A panel on **new innovations** will include speakers from eMusic, Groove Mobile, Motorola, MTV, PassAlong, Sony Music Box, Verizon and Windows Media, who will discuss the newest products and ways of marketing through digital and new media.

The conference will conclude with a **consumer/student panel** that will focus on music fans' attitudes on digital music and what they are doing to get the music they want. Among the panelists are an FBI agent assigned to the cybercrime division and members of Belmont's Student Leadership Group.

The conference agenda also includes a **market research segment** by the NPD Group, spotlighting trends collected from consumer panels and point-of-sale tracking specific to the music business.

Leadership Music is an educational non-profit 501(c)(3) organization whose mission is to nurture a knowledgeable, issue-oriented community of music industry professionals through an annual educational program and events. This is accomplished through the identification and exploration of topical issues in an annual series of off-the-record educational seminars (the Program), and continued alumni nurturing and education. Over the past 15 years, Leadership Music has graduated almost 600 music industry-related executives.

For more information about the Digital Summit, contact lmnds@digitalsummit.org or log on to www.digitalsummit.org or www.leadershipmusic.org.

Those interested in sponsorships may e-mail sponsorship@leadershipmusic.org or call Leadership Music executive director Kira Florita at 615-524-7866.

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