

Pop&Policy

"Fast, Cheap and Out of Control", 100 New Effin' Models for the Future of Music: How to Crash the Pricing, Uphold the Ecstasy, Radically Expand the Catalog and Finally Get Artists and Rights Holders Paid the Big Bucks" – Sandy Pearlman

McGill University hosts **Pop & Policy 2007: Music Fast Forward**

Montreal – September 17, 2007

Pop Montreal International Music Festival, in partnership with Schulich School of Music and The McGill Centre for Intellectual Property Policy (CIPP), is proud to bring you **Pop and Policy 2007: Music Fast Forward**. This dynamic conference, presented in affiliation with The Future of Music Coalition, comes to the Schulich School of Music at McGill University in Montreal, **October 3rd to the 6th**, and will pick up where last year's FMC summit left off.

Panelists from across Canada and the US will converge in Montreal for four days of groundbreaking discussion about music copyright, distribution models, monetization, new codex, music formats; and how Canada is poised to lead the way on many of these issues. Join leading thinkers in music, law, technology and policy as they debate the challenges and exciting new frontiers facing today's music industry; an industry that is, in the words of Music Producer Sandy Pearlman, **"Fast, Cheap and Out of Control...!"**. From mashups to publishing, touring to copyright reform, digital to analog, **Pop and Policy 2007** promises to revolutionize your thinking!

Programming Highlights include:

Special Conversation with **Patti Smith** and **John Nichols**

Punk rock's poet laureate with editor of the *The Nation* and author *The Genius of Impeachment*

Keynote with **Dr. Daniel Levitin**, Author, *This Is Your Brain On Music*; James McGill Professor and Bell Chair in the Psychology of the Information Sciences, McGill University

Demonstration of **new musical instruments coming out of the CIRMMT labs** (McGill's Centre for Interdisciplinary Research in Music Media and Technology)

Guitar showdown for the panel / demonstration **Transcendental Air Guitar, and the Object Lesson of gaming phenomenon Guitar Hero**

-and-

Many more panels, roundtables, workshops, and events
with dozens of amazing panelists, including:

Buck 65, Murray Lightburn (The Dears), Ed Felten (notorious DRM hacker),

Donald Tarlton (producer The Who, The Rolling Stones, Bob Dylan),

Sandy Pearlman (producer The Clash, Blue Öyster Cult),

Karlheinz Brandenburg (inventor of MP3), Bill Putnam (founder of Universal Recording)

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