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Canadian Music Consumers Willing to Pay to File Share: The Songwriters Association of Canada releases its report on *Monetizing Music File Sharing: A New B2B Model* showing consumer support for the S.A.C. Monetization of File Sharing Proposal

Music consumers continue to file share as a significant way to attain music. The **Songwriters Association of Canada (S.A.C.)** is proposing a new B2B model that would **monetize this music file sharing**. Findings from research conducted by Crop Inc., and the S.A.C. as part of the report on *Monetizing Music File Sharing: A New B2B Model* indicate that a reasonable monthly license fee of \$5.00 per month (\$60.00 annually) paid by those Canadians who wish to music file share, would bring the Canadian music industry back toward revenue levels last seen at the turn of this century, when they were at all time highs.

Research for the report on *Monetizing Music File Sharing: A New B2B Model* measured the behaviours, attitudes and opinions of music consumers across Canada. The report supports a proposal for the monetization of file sharing developed by the S.A.C. that addresses current consumer behaviour rather than trying to change it. The report found that:

- 69% of those who music share, and 72% of families with teenage children would pay a monthly license fee to share music
- A \$5.00 a month license fee (the amount chosen by consumers in the study) would create a pool of over \$400 million annual gross revenue for distribution to music creators in Canada alone based on conservative estimates.

- Canadians have an average of 1300+ songs on their devices, with approximately 34% of these songs paid for through legitimate services. The rest they obtained through unpaid music file sharing.
- 40% of Canadians surveyed music file share for free. As many as 71% between the ages of 15-19 music file share. An average of over 25 songs per month are downloaded by way of music file sharing.

“The research the S.A.C. has done to understand Canadians’ music consumption behaviour is an important piece of music industry research. OMDC is pleased to support this study” said Karen Thorne-Stone, President and CEO of the Ontario Media Development Corporation.

S.A.C. President, Eddie Schwartz, adds: "The question we have been asked time and time again is ‘Why would those who music file share pay for something they do now for free?’ The CROP research tells us definitively that the majority of those engaged in music file sharing are willing to pay a reasonable license fee to do so, and over 90% want to see music creators compensated for their work.”

The Canadian Music Consumption Behaviours Research Preliminary Report, conducted with funding support from the Ontario Media Development Corporation (OMDC) will be launched **DATE TBA** in Toronto.

The report can be found at:

<http://www.songwriters.ca/>

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The Songwriters Association of Canada exists to nurture, develop and protect the creative, business, and legal environments of songwriters in Canada and around the world. It is a member driven organization dedicated to promoting universal recognition of the inspirational, societal and economic values of music & song.

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