



Subject:
Date:



Feedback for Joint Strategic Plan
Monday, March 22, 2010 8:45:06 PM

To Whom It May Concern,

The Copyright Alliance and A2IM (the U.S. independent music label trade organization) have informed me of this welcome invitation from the Obama Administration to share my thoughts on my rights as a creator. I have to say that I am happily surprised to finally have an administration that is starting to take the threat of IP piracy seriously.

I am a mix engineer and songwriter who works in the audio industry. I have an undergraduate degree in music and a degree from an audio engineering school. I also spent several years being taught the standard Julliard curriculum by one of the teachers from that fine school.

Make no mistake, piracy is completely changing the economics and possibilities that exist in the modern music industry. Several studios that I used to work at - like Right Track and Hit Factory here in New York - have gone out of business. These were the-best-of-the-best kind of studios. In a normally operating marketplace, it is the worst businesses that go out of business - but as continued piracy has eroded labels appetite for risk-taking, it is actually the best places that have suffered the most. The recording industry has moved into a small-scale operation of "bedroom" recording and trimmed budgets in an attempt to mitigate the ever-increasing odds against making money with an act. Please talk to ANYONE from ANY major label and you will find an endless list of examples. Regardless of sales numbers, the actual amount of money (and velocity of that money) that the recording industry moves is a fraction of what it was even seven years ago.

Please talk to any of these kids getting out of recording school now - there are no paying jobs being created anymore on the music side of the business. The only place you can find jobs these days is in post-production audio associated with commercial-making and movies. I shudder to think how bad things could get if the level of piracy to which recorded music is subject to ever hit the film business.

I know the Obama administration has committed to opening up broadband for the whole country. I endorse this policy, but it would be just an anarchists dream to have this happen before any of the proper controls are put in place to manage the flow of digital content which is sure to make up 80% or more of traffic. The current laws are FAR behind the curve on this matter. I think it is ridiculous that site like Pirate Bay can operate with impunity. Someone has to be responsible for this, including the ISP's that transmit all this data, and sites that host it. If nothing is done, or if not enough is done, the arts industry will shrink in size dramatically and become the exclusive province of mega-funded projects and hobbyists with the huge swath of the "middle class", and the source of mobility in the industry, cut out.

Please, thoughtful forceful action on this matter is long overdue. We are not talking about preserving the status quo, or turning back the clock to how things used to be; we are talking about maintaing an industry in a fair form so that the 1000's of artists that follow in our footsteps still find an accessible path available to them.

thank you,

Alex Dal Piaz
Hastings on Hudson, NY