



MEDIA RELEASE

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Aussie stars open up about creating music in a changing world

Australian songwriters and musicians speak out on the realities of life as an artist in a new documentary released today in conjunction with World Intellectual Property Day 2008. *In Tune* features intimate interviews with some of Australia's biggest names who speak candidly on the issues they face as music creators today, from what it's like to be part of a band to how the digital revolution has affected their livelihoods. *In Tune* has the support of the Australian Recording Industry Association (**ARIA**), **APRA | AMCOS*** and Music Industry Piracy Investigations (**MIPI**).

"Being an artist is more than singing a catchy chorus and going to awards shows," said Stephen Peach, CEO of ARIA. "This documentary profiles many well-known Australian musicians discussing the kinds of opportunities and challenges they face in producing and promoting their work in this day and age."

Dean Ormston, Director of Corporate Affairs & Communications at APRA|AMCOS also supported the documentary saying, "It all starts with the creators of the song and the *In Tune* doco speaks from the heart about the value of the song, creatively and financially."

The film captures comments from a number of songwriters and musicians across many genres – from rock and pop to hip hop and soul including: Silverchair, Powderfinger, Operator Please, The Veronicas, Frenzal Rhomb, Damien Leith, Anthony Callea, Jimmy Barnes, Mahalia Barnes, Evermore, Grinspoon, Phrase, Weapon X and The Dawn Collective.

Filmed over the course of six months, with all artists volunteering their time, the 10-minute documentary hopes to educate the public and provide insight into a lifestyle that is often inaccurately portrayed as an easy one.

"I think there are a lot of misconceptions out there that all artists are millionaires and live like royalty," said Sabiene Heindl, General Manager at MIPI, the anti-piracy organisation for the Australian music industry. "*In Tune* really busts these myths and shows that, in fact, being an artist is a job like any other and they deserve to be compensated for all their hard work."

The documentary will be sent to schools across the country as a free open education resource. Here's what some of Australia's leading music creators had to say:

- *I don't think we live a rock star life at all, we're still paying the rent just like everybody else* : Zoran Trivic – Gyroscope;
- *Being a musician is a 100 per cent, 24/7 full-time job* : Jess Origliasso – The Veronicas;
- *The Internet has been a godsend and a nightmare for the music industry* : Jimmy Barnes;
- *Hopefully [the music industry] will change for the better and we'll have a lot more support for Australian writers and Australian singers and performers* - Mahalia Barnes.

To stream or download the film visit www.in-tune.com.au.



About ARIA

ARIA (www.aria.com.au) is a national industry association representing major and independent record producers, manufacturers and distributors. It acts as an advocate for the Australian music industry, administers the labelling code of practice, provides a 'blanket' non-exclusive licensing function for copyright users and compiles industry information and research.

***About APRA | AMCOS**

The Australasian Performing Right Association Limited (www.apra.com.au) was established in 1926 to administer the performing and communication rights of composers, songwriters and music publishers in Australia and New Zealand. Public performances of music include music used in pubs, clubs, fitness centres, shops, cinemas, festivals, whether performed live, on CDs or played on the radio or television. Communication of music covers music used for music on hold, music accessed over the internet or used by television or radio broadcasters. The Australasian Mechanical Copyright Owners' Society is a music copyright collection society that represents music publishers and writers from around the world for rights in the reproduction (copying) of their music.

About MIPI

Music Industry Piracy Investigations Pty Ltd (www.mipi.com.au) is the anti-piracy organisation for the Australian music industry. MIPI represents close to 125 music labels through their association, ARIA and over 1,700 music publishers and songwriters through their association, AMCOS.

MIPI operates a toll-free piracy hotline on **1800 06 16 16** and a report piracy form that can be accessed at www.mipi.com/report.htm.

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