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**FUTURE OF MUSIC COALITION STATEMENT ON WHITE HOUSE  
ANNOUNCEMENT OF BEST PRACTICES FOR AD NETWORKS TO  
ADDRESS PIRACY**

Washington, D.C.— Today, the Office of the Intellectual Property Enforcement Coordinator for the United States (IPEC), announced the “Best Practices Guidelines for Ad Networks to Address Piracy and Counterfeiting,” a joint effort to reduce the flow of ad revenue to infringing websites. The initiative is supported by the Interactive Advertising Bureau, along with 24/7 Media, Adtegrity, AOL, Condé Nast, Google, Microsoft, Yahoo!, and SpotXchange.

The following statement is attributed to Casey Rae, Interim Executive Director for the Future of Music Coalition (FMC).

“Future of Music Coalition is committed to the growth of a legitimate digital music marketplace where artists are fairly compensated for their work. Today’s announcement by some of the major players in online advertising is hopefully a step towards this goal.

“A functional and sustainable digital ecosystem is only achievable if everyone involved — from technology companies to intermediaries to fans — respect artists and the incredible value they bring. It’s not just about protecting the interest of big corporations; it’s ensuring that musicians and other creators are able to use their intellectual property in the way that makes the most sense for them.

“We also hope that today’s announcement serves to increase trust and shared commitments between stakeholders. We look forward to working with IPEC and others to ensure that musicians voices are heard in ongoing conversations about artist rights and technology.”

**About Future of Music Coalition**

Future of Music Coalition is a national non-profit education, research and advocacy organization that seeks a bright future for creators and listeners. FMC works towards this

goal through continuous interaction with its primary constituency — musicians — and in collaboration with other creator/public interest groups.