



For immediate release

## **NRCC Becomes Re:Sound**

**Toronto, March 1, 2010** – The organisation formerly known as the Neighbouring Rights Collective of Canada (NRCC) announced today that it has changed its name to Re:Sound Music Licensing Company.

“This is just one very visible manifestation of the transformation underway at our organisation” said Re:Sound President Ian MacKay. “The entire Re:Sound team believes passionately in the value of music. We are dedicated to making Re:Sound a name associated with fair play for musicians, efficiency and transparency.”

Re:Sound also announced today the launch of a new website ([www.resound.ca](http://www.resound.ca)). The redesigned website is intended to be much more informative and user-friendly for key stakeholder groups, including the rights holders themselves (featured artists, background musicians and record companies), as well as music users, news media and others.

“Our organisation represents thousands of music creators, and it is our responsibility to advocate on their behalf as effectively as possible,” MacKay said. “The income from the rights we represent is an essential contributor to their livelihoods. Over the coming months we will be engaging in renewed outreach activities to both music creator and music user groups. We are also working closely with other like organisations around the world in order to build best practices and maximize efficiency”.

Numerous international studies have found that music adds real and measurable value to music users including radio, restaurants, retailers, bars, fitness clubs and other venues. Music can drive repeat business, help ensure customer loyalty, motivate employees and help differentiate businesses from their competitors. More information on these studies can be found at the following websites [www.musicworksforyou.com](http://www.musicworksforyou.com), [www.muziekwerkt.nl](http://www.muziekwerkt.nl) and [www.pcca.com.au/Fitness-Class-Tariff-Review.html](http://www.pcca.com.au/Fitness-Class-Tariff-Review.html).

In keeping with the fact that Re:Sound is a national organisation and represents music creators in both English and French, a new French identity is also being unveiled at the same time. In French, the organisation’s name will change from La Société Canadienne de Gestion des Droits Voisins (SCGDV) to Ré:Sonne Société de Gestion de la Musique.

### **About Re:Sound**

Re:Sound Music Licensing Company is the Canadian not-for-profit music licensing company dedicated to obtaining fair compensation for artists and record companies for their performance rights. On behalf of our members, representing thousands of artists and record companies, Re:Sound licenses recorded music for public performance, broadcast and new media. All of the money collected by Re:Sound is distributed to our members, less only our actual costs. Created in 1997 (as NRCC), our member organisations are AFM, APRS, Artistl, AVLA and SOPROQ. For more information, please visit us at [www.resound.ca](http://www.resound.ca).

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