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CBC AND AVLA ANNOUNCE HISTORIC MUSIC LICENSING DEAL

CBC prepares innovative digital music service for launch

January 24, 2012 – CBC and the Audio-Video Licensing Agency (AVLA) are pleased to announce that a groundbreaking music licensing deal has been reached. This historic deal will allow CBC to offer Canadians more of its radio programs on-line, on demand, as well as launch a new Canadian digital music service this winter.

This entrepreneurial breakthrough required nimble and imaginative business thinking on the part of both CBC and AVLA (which was negotiating on behalf of its entire membership of almost 1000 major and independent music companies). The deal is the first negotiated collective license in Canada for on-line streaming and podcasting of radio and on-line digital music programming.

“We are thrilled to have been able to work together with CBC to license a service that will be extremely welcome in Canada, where there are only a handful of digital options for consumers. This groundbreaking agreement means that music fans will have more access to the best in Canadian music, whether by emerging or established artists, while creators will enjoy full recognition for the value of their work,” says Graham Henderson, President of AVLA and Music Canada.

“As Canada’s national public broadcaster, we must provide opportunities for Canadians to enjoy our on-air radio programs anywhere they wish but also to offer original new ways to connect Canadians with music where, when and how they want it” says Chris Boyce, executive director of radio and audio of CBC English Services.

“Through this new relationship with AVLA and the Canadian music labels, CBC will be able to offer its programs on-demand complete with music while at the same time building a new digital music service, that will be unlike any other available today in Canada”, says Boyce. “As part of our on-going commitment to Canadian culture, this will be accomplished by combining the power of context, curation and community in new and innovative ways,” adds Boyce.

More details about CBC’s unique digital music service will be announced in the coming weeks.

About CBC/Radio-Canada

CBC/Radio-Canada is Canada's national public broadcaster and one of its largest cultural institutions. The Corporation is a leader in reaching Canadians on new platforms and delivers a comprehensive range of radio, television, Internet, and satellite-based services. Deeply rooted in the regions, CBC/Radio-Canada is the only domestic broadcaster to offer diverse regional and cultural perspectives in English, French and eight Aboriginal languages, plus seven languages for international audiences. In 2011, CBC/Radio-Canada celebrated 75 years of serving Canadians and being at the centre of the democratic, social and cultural life of Canada.

About AVLA

The AVLA Audio-Video Licensing Agency (AVLA) represents nearly 1000 major and independent record companies and other copyright owners, including many independent artists. Our members own or control the copyright in the vast majority of all sound recordings produced and distributed in Canada. We license the broadcasting and reproduction of our members' audio and video recordings in Canada. www.avla.ca

- 30 -

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