P2P Policy Updates … and Now the State House?
About Nashville Tennessee

• Seat of state government
• Second largest music production center in US
• Sony BMG, EMI, Universal and Warner (Big 4 record labels)
• “Music city USA” … “home of country music”

Note: Memphis is a music center as well and is widely proclaimed as the “home of the blues” and the birthplace of Rock ‘n’ Roll
Music’s Impact on Nashville
(Comparable to Memphis)

• Greater than 54K direct & indirect jobs
• $24M in sales taxes; $45M in property taxes
• $7M in music related tourism
• Total Economic Impact: $6.38B
The Nashville MSA is home to:

- More than 80 record labels
- 130 music publishers
- More than 180 recording studios
- 40 national producers of ad jingles
- 27 entertainment publications
- Greater than 5,000 working union musicians (many more starving)
May 2006 – Senate Joint Resolution
Action Items

• Educate students in the responsible use of peer-to-peer file-sharing programs and how their use for illicit conduct can impact the economy and the creators and holders of copyrighted materials
• Develop policies regarding the use of peer-to-peer file-sharing programs.
• Recommend management controls for such programs
• Actively explore the availability and cost effectiveness of filtering, screening or blocking types of technology, for use in ensuring compliance with the policy
• Explore the adoption of authorized licensed online content distribution and subscription services to enable students to acquire copyrighted content legally and efficiently
January 2008 – TN Senate Bill 3974
Requirements

• Develop & enforce P2P policy
• Analyze Networks for P2P
  – Certify no transmission
  – Take affirmative steps – technology based deterrents
  – Report to THEC & both houses

Fiscal Note: $14M All Institutions … $3M Residential
Higher Education’s Response