



**FOR IMMEDIATE RELEASE**

**NMPA and HFA Bring Independent Music Publishers Groundbreaking  
Licensing Opportunity with YouTube**

Washington and New York – November 17, 2011: The National Music Publishers' Association (NMPA) and The Harry Fox Agency, Inc. (HFA) are excited to offer to all independent music publishers, whether or not affiliated with HFA, the opportunity to opt into a direct license agreement with YouTube by going to [www.youtubelicenseoffer.com](http://www.youtubelicenseoffer.com). Publishers can opt in to the agreement between November 17, 2011 and January 16, 2012.

Earlier this year the NMPA, HFA and YouTube concluded a landmark agreement whereby independent music publishers may grant the rights necessary for the synchronization of their musical works with certain videos posted by YouTube users. HFA will administer these direct license agreements between YouTube and publishers and royalties will be based on advertising revenue collected worldwide by YouTube from ads placed alongside user-generated videos.

HFA will leverage its relationships with the publishing community and licensing expertise to administer the direct YouTube license agreements. Participation is available to all independent publishers in the U.S. Publishers must sign-up for the YouTube direct licensing agreement at [www.youtubelicenseoffer.com](http://www.youtubelicenseoffer.com) from November 17, 2011 through January 16, 2012 to be eligible for an advance. More information about this historic and industry-changing agreement can be found at [www.youtubelicenseoffer.com](http://www.youtubelicenseoffer.com).

**About the NMPA**

Founded in 1917, the National Music Publishers' Association (NMPA) is the trade association representing American music publishers and their songwriting partners. The NMPA's mandate is to protect and advance the interests of music publishers and songwriters in matters relating to the domestic and global protection of music copyrights.

## About HFA

HFA is the nation's leading provider of rights management, licensing and royalty services for the music industry. With over 46,000 music publishing clients, HFA issues the largest number of licenses for the use of music in both physical and digital distribution formats. HFA also serves the D.I.Y. market with Songfile®, the company's fast and easy online licensing tool. HFA's service offering includes a suite of outsourced technology solutions designed to facilitate the administration of intellectual property rights. As a technology innovator, HFA is leading the industry in establishing global data standards and is a founding member and Board member of the Digital Data Exchange (DDEX). Additionally, for the past three years HFA was recognized by *InformationWeek* on its Top 500 Relentless Innovators list. For more information about HFA visit our website at [harryfox.com](http://harryfox.com).



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