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The Webcaster's Point Of View

Presentation to
WIPO Standing Committee on Copyright and Related Rights
Information Meeting on Webcasting
June 23, 2003

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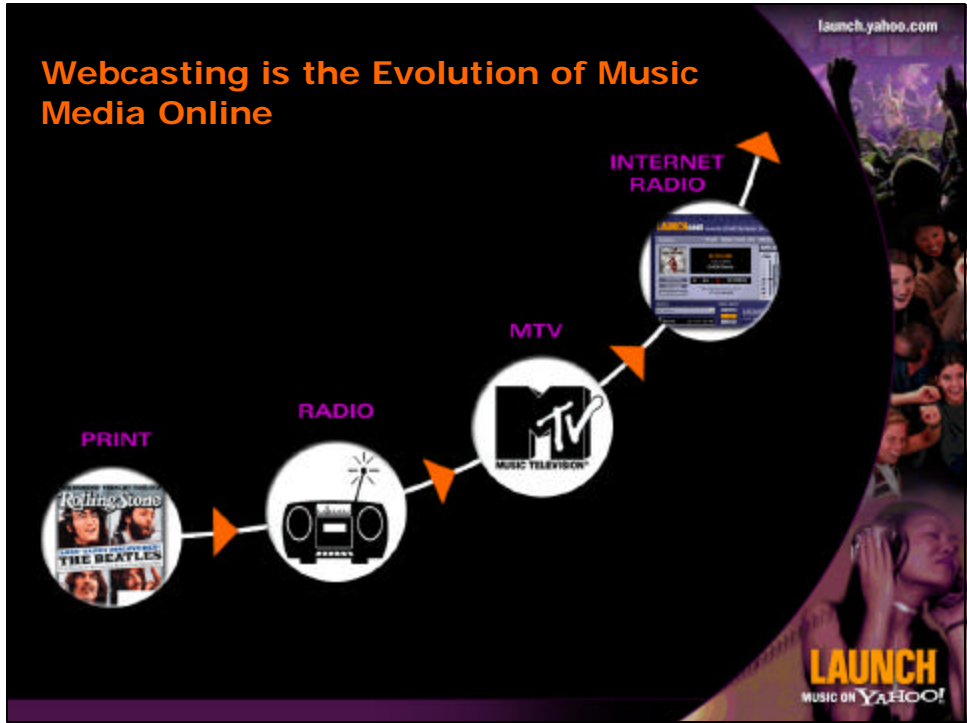


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Yahoo! - the Leading Online Global Media Business



232 Million Users Worldwide



Consumers Experience Music Two Ways

- **On-Demand:** "I want to hear a specific song or artist now"
 - Business model ◊ Music Distribution/Retail
 - CD's and cassettes: HMV, Virgin, Amazon.com
 - Digital files: Pressplay, MusicNet, Kazaa
- **Programmed:** "I want to hear music I like and discover new things"
 - Business model ◊ Media
 - Ad supported: Radio, MTV
 - Subscription: Music Choice

The background features a crowd of people and a woman listening to music, with the text "launch.yahoo.com" in the top right and "LAUNCH MUSIC ON YAHOO!" in the bottom right.

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Early Internet Radio Limited to Terrestrial Retransmissions

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The Power of the Internet is to Improve the Radio Experience

Dozens of programmed radio stations

PROGRAMMED RADIO STATIONS

- LAUNCHcast Station
- LAUNCHcast Plus Station

Hip-Hop
50 Cent, Busta Rhymes, and more...
Listen Now!

Classic Rock
Eagles, Boston, Journey, and more!
Listen Now!

Martini Lounge
Diana Krall, Etta James, Sinatra, and more...
Listen Now!

Dance
DJ Snake, Ian Van Dahl, Foggy, and more!
Listen Now!

Top 10 Stations

- 96.9
- Today's Big Hits
- Country
- Adult Alternative
- Hip-Hop
- Soft Pop
- Classic Rock
- Awesome 80's
- R&B Jazz
- Alternative Rock

Urban

- Classic R&B
- Funk
- Hip-Hop
- Foggy Dancehall
- Foggy Club Zone
- R&B

LAUNCHcast music that matters to you

Station: **Cry Me a River**
Sheryl Crow
(Album: JOLLY ROGER)

LAUNCHcast

LAUNCHcast
MUSIC ON YAHOO!

Harnessing User Feedback is the Key



Rate music to improve your recommendations

Get music recommendations based on your favorite artists

Webcasters Compete Directly with Traditional Broadcasters

- Targeting the same listeners and advertisers
- Identical business models
- Different delivery methods
- Similar licensing regimes

Delivery Systems of Broadcasting and Webcasting Differ

Terrestrial Radio

- Upfront investment in infrastructure
- Geographically limited
- Programming/repertoire limited
- No marginal cost for incremental listeners within range

Internet Radio

- Capable of reaching a broader geographical audience
- Programming/repertoire potentially unlimited
- Incremental investments staged with growth
- Marginal bandwidth cost for incremental listeners

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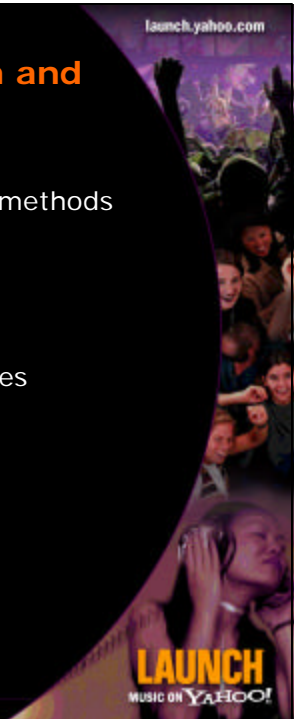
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Broadcasters and Webcasters Require Similar Content Licenses to Operate

- Require access to ALL music
- Sound recording rights
- Composition performance rights

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Obstacles Exist to the Globalization and Localization of Webcasting

- Absence of uniform international rights and methods of enforcement
 - Including right to prevent piracy
- Difficulty securing economically viable licenses



Evolving Technology will Drive Growth and Demand for Webcasting Services

- Increased availability of broadband access allows for higher quality audio and video
- Development of high bandwidth wireless networks makes webcasting portable

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