

Billboard



TOM PETTY TO BE HONORED WITH
BILLBOARD CENTURY AWARD >P.12

OCT
22
2005

FOR MORE THAN 110 YEARS

Cream RISES

HOW MADISON SQUARE GARDEN SCORED
THE ONLY NORTH AMERICAN SHOWS >P.60

PLUS
**SECRETLY
CANADIAN**
THE NEXT HOT INDIE
ROCK LABEL >P.62

www.billboard.com • www.billboard.biz

ROD STEWART
TELL-ALL Q&A >P.26

including the closing of the company's Canadian and Raleigh, N.C., offices. However, the memo states that it will maintain its North American offices with a reduced staff.

>>> JUDGE REJECTS REQUESTS TO SHUT DOWN KAZAA

The Federal Court in Sydney turned down Australian record companies' request for seeking the immediate and permanent closure of peer-to-peer file-sharing system Kazaa. On Oct. 10, the record companies demanded that Kazaa be closed immediately after parent company Sharman Networks claimed it could not filter copyright-infringing material from the system's software.

>>> IODA ONBOARD WITH PASSALONG

The latest supporter of PassAlong Networks is the Internet Online Distribution Alliance, which has agreed to make its catalog available to any digital music service using the p2pRevolution software the business-to-business service created. IODA represents more than 750 independent labels. PassAlong unveiled its p2pRevolution platform in August. The service allows users to create branded, customized music community applications.

>>> YAHOO ADDS PODCASTING

The podcasting world continues to grow, with Yahoo introducing its version of a podcast aggregation service. Yahoo Podcasts, currently offered as a public beta test service, allows users to search for podcasts by keyword or category. The service also lists suggested podcasts based on staff recommendations, as well as the most popular podcasts selected by other users.

Compiled by Chris M. Walsh. Reporting by Antony Bruno, Susan Butler, Leo Cendrowicz, Ed Christman, Christie Eliezer, Tom Ferguson, Juliana Koranteng, Ken Tucker and the Associated Press.

UpFront

AWARDS BY MELINDA NEWMAN

PETTY NAMED 2005 CENTURY AWARD HONOREE

LOS ANGELES—Tom Petty presented the inaugural Billboard Century Award to George Harrison in 1992. Now it is Petty's turn to receive the honor.

The Century Award, *Billboard's* highest honor for creative achievement, will be presented to Petty Dec. 6 during the Billboard Music Awards at the MGM Grand Garden Arena in Las Vegas. The awards will be telecast live on Fox.

"This award comes at a particularly nice time, as the Heartbreakers and I go into the 30th year of our career," Petty says. "I'm very honored that *Billboard* has acknowledged me with this award."

"Tom Petty is one of the true great singer/songwriters," *Billboard* co-executive editor Tamara Conniff says. "Petty's songs and lyrics go to the root of the American dream. For over 30 years, Petty has been a rock icon who continues to inspire new generations of artists. We are honored to present him with the 2005 Century Award."

At 54, Petty shows no signs of slowing down. He and the Heartbreakers just completed a successful North American tour, drawing more than 550,000 fans to the 36 shows reported to *Billboard* Boxscore.

Petty is wrapping up his third solo album, "Highway Com-

panion," due in the spring. While sources say he has been in discussions with Sanctuary Records, there is no official word on a new label home. He has previously recorded for Shelter, Backstreet/MCA and Warner Bros.

Petty also has four songs in Cameron Crowe's new movie, "Elizabethtown," and on the accompanying soundtrack, which came out Sept. 13.

Influenced by '50s rock and the British bands of the '60s, Petty and the Heartbreakers crafted their own brand of rock-'n'-roll, generating such hits as "American Girl," "Breakdown," "Don't Do Me Like That,"



PETTY

"Refugee," "The Waiting," "You Got Lucky" and "Don't Come Around Here No More."

The Heartbreakers have sold more than 50 million albums worldwide, including their top-selling "Greatest Hits," which the Recording Industry Assn. of America has certified for U.S. shipments of more than 10 million units. The group was inducted into the Rock and Roll Hall of Fame in 2002.

Petty, a four-time Grammy Award winner, has interspersed Heartbreakers projects with two well-received solo releases

and a pair of albums with supergroup the Traveling Wilburys, which included his musical heroes Harrison, Bob Dylan, Roy Orbison and Jeff Lynne.

The Century Award was created by the late *Billboard* editor in chief Timothy White and former publisher Howard Lander. In addition to Harrison, it has been presented to Buddy Guy, Billy Joel, Joni Mitchell, Carlos Santana, Chet Atkins, James Taylor, Emmylou Harris, Randy Newman, John Mellencamp, Annie Lennox, Sting and Stevie Wonder. ...

R&B/HIP-HOP BY GAIL MITCHELL

Music Studio Is First Fruit Of Pepsi Pledge

LOS ANGELES—Three years ago, when Pepsi canned Ludacris as its spokesman, citing the rapper's explicit lyrics, few would have anticipated the fallout: a new hip-hop studio in this city's tough Watts neighborhood.

The Imperial Courts Music and Arts Development Project, dedicated Sept. 16, is touted as the first recording studio established in an inner-city public housing complex. Imperial Courts is funded by a six-month, \$25,000 endowment from the Pepsi-Cola/Hip-Hop Summit Partnership; it is part of the broad community commitment Pepsi made after terminating its contract with Ludacris. At the time, Fox commentator Bill O'Reilly vilified Pepsi for Ludacris' raw lyrics.

"Having a recording studio where you live raises the aspirational level of young people," says Dr. Benjamin Chavis, president/CEO of the Hip-Hop Summit Action Network. "This is good news, not about a funeral or a drive-by."

For those recording at the 600-square-foot studio, vulgarity and aggression are not allowed. The focus is on helping talented but disenfranchised youths and adults learn and achieve.

"Those are the guidelines," Imperial Courts director David Dunson says. "We must set the tone for how we are perceived."

The studio had much to overcome before it could open. Jonathan Hart—a 20-year-old South Central L.A. native, aspiring rapper and Imperial Courts' mentor coordinator—pushed for resources for three years. And approval had to be secured from the Los Angeles Police Department and the city's Housing Authority.

"We had to fight the connotations that come with hip-hop, like gangs, shootings and drugs," Housing Authority fund developer James Buckley says. "People don't see what a vibrant

life force there is in hip-hop."

The studio offers training in recording, engineering, songwriting, film storyboarding/editing and broadcasting, with a long-term goal of helping aspirants find entertainment industry jobs.

The more immediate goal is to strengthen the program and replicate it at other sites. Chavis has already discussed renewing grant funds for next year. In the meantime, Dunson and Hart are seeking additional sponsors as well as mentors working professionally in various facets of the industry. A Pepsi representative could not be reached at press time.

The uphill battle continues. Although the studio was not involved, a drive-by shooting occurred at the complex Oct. 9.

"We're protecting this like a bar of gold," Buckley says. "This studio is a shining light in Watts." ...



DIGITAL BY ANTONY BRUNO

Apple Plays The Video Game

LOS ANGELES—In a broad expansion of its digital entertainment empire, Apple Computer on Oct. 12 added videos to the growing list of content available at the iTunes Music Store.

Version 6 of the popular service adds a video store, selling clips for \$1.99 each. All videos purchased via the service will be formatted with Apple's proprietary FairPlay digital-rights-management technology, meaning they will play only on iTunes or an iPod.

Apple also unveiled an iPod that supports video storage and playback. The new series features a 20GB model for \$300 and a 60GB model for \$400, in line with the pricing for non-video iPods with the same capacity. The new players are about 30% thinner and feature five more hours of battery life than previous models.

The new video store features more than 2,000 music videos from all the major labels. Also available are such TV shows as ABC's "Desperate Housewives" and "Lost," and original Pixar animated shorts.

Apple's entering of the video space is a watermark moment for the music video, as it evolves from a loss-leading promotional activity to a revenue-generating prod-

uct line for labels.

Internet portals AOL and Yahoo already feature videos in their music services, and leading subscription service Rhapsody offers 2,500 music videos. But these services are either ad-supported or subscription-based. Few outlets sell music videos à la carte.

"It's a different product offering, with a different value proposition to the end user," says Ken Parks, senior VP of strategy and business development for EMI Music Group. "To us, it's two different sales channels. This is a natural extension of the iTunes service and completely in line with our own strategy of developing new digital revenue streams."

The iTunes video store also includes exclusive interviews and studio performances by major acts—such as a video album from Brazilian Girls and three bonus videos as part of Stevie Wonder's digital boxed set.

Analysts say that such exclusive content is crucial for any service that hopes to convince music fans that videos are worth paying for.

"I'm not sure if the \$2-a-pop model will be very successful," Yankee Group analyst Nitin Gupta says. "There are other avenues to get a free music video on your computer." ...