



## **Facebook's Fred Beteille Continues as Chairman of Music Biz Board of Directors**

February 6, 2017 – The Music Business Association (Music Biz) announced today that Fred Beteille, who recently joined Facebook from YouTube, continues in his role as Chairman of the organization's Board of Directors. Beteille is a Product Manager on Facebook Live, responsible for public broadcasts and publisher verticals including News, Sports, and Entertainment. Elected Music Biz Chairman in 2014, Beteille has promoted the expansion of the organization's membership base and its role as the forum for dialog across all aspects of the music industry, from creation to the consumer. He supported the move of the annual Music Biz event to Nashville in 2015, which has stimulated a 50% increase in attendance in two years.



"We're thrilled to welcome Facebook to the Music Biz family and eager to add their voice to our ever-broadening community," said James Donio, President of Music Biz. "Facebook is a growing hub for artists and their fans, providing a new resource for musicians large and small to promote their latest endeavors and form personal bonds with those who love their work. We look forward to working with Facebook to open up even more opportunities for music and social media to work together."

“Music is a massive part of who we are as individuals,” said Beteille. “Facebook is all about giving people the power to share and making the world more open and connected. In joining Music Biz, Facebook seeks to bring its tremendous reach and social connectivity to the broader music ecosystem.”

Founded in 2004, Facebook’s mission is to give people the power to share and make the world more open and connected. The company has grown into the world’s largest online social network with 1.79 billion monthly active users. Prior to joining Facebook, Beteille was Product Manager at Google/YouTube, where he helped spearhead music and rights management products and initiatives, including Content ID, YouTube Audio Library, Music Charts & Insights, Consumer Apps and more. Prior to joining YouTube, he was Chief Operating Officer and Senior Vice President of Technology at the Google-acquired RightsFlow, overseeing the company’s licensing and royalty administration functions and technologies. Earlier in his career, he held the positions of Senior Director of Strategic Technology and Director of Business Affairs at The Harry Fox Agency (HFA), where he helped lead business development efforts and architect rights administration platforms. During his tenure, HFA developed and refined its technological trajectory, resulting in the company being recognized as one of *Information Week’s* Top 500 Relentless Innovators for 2009 and 2010. Beteille is also an accomplished musician and songwriter, and founder of the independent music catalog TrackTribe. He holds a degree in Music Business Management from New York University.

To view the complete membership of the Music Biz Board of Directors, visit [www.musicbiz.org/about/board-of-directors](http://www.musicbiz.org/about/board-of-directors).

#### **About the Music Business Association**

The Music Business Association (Music Biz) is a membership organization that advances and promotes music commerce — a community committed to the full spectrum of monetization models in the industry. It provides common ground by offering thought leadership, resources and unparalleled networking opportunities, all geared to the specific needs of its membership. Music Biz brings a unique perspective and valuable insight into the trends and changes that innovation brings. Today, we put our collective experience to work across all delivery models: physical, digital, mobile, and more. Music Biz and its members are committed to building the future of music commerce — together.

#### **Music Biz Media Contact**

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