

# Billboard Power 100: Richard Busch

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By Ed Christman



## No. 93 Richard Busch

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**Disruptive Force Fit for Royalty...**

Attorney Richard Busch continues to give the majors conniptions. In a now celebrated case, Busch's client F.B.T. Productions, Eminem's former production company, filed suits against Universal Music Group in 2007 and 2008 for alleged underpayment of royalties. Their argument: UMG should treat sales of digital downloads and mastertones of Eminem's music the same way it would treat a master license, under which the artist and F.B.T. would be entitled to a royalty rate of 50% of net receipts, rather than the traditional 12%-20% rate on retail sales of music. A federal jury rejected F.B.T.'s claim, but an appellate court overturned the ruling and the U.S. Supreme Court last year declined UMG's request to review the decision. While UMG downplayed the significance of the case to other artists, arguing that the ruling was only relevant to its contract with F.B.T., Busch is out to prove the major wrong. In December, he filed two similar lawsuits on behalf of Peter Frampton and the estate of Bruce Gary, the late drummer of the Knack. If Busch wins these cases, it could turn the recording industry's economic model upside down and have serious ramifications for the ability of labels to profit from digital sales of catalog titles.

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What do you think of the 2012 Billboard Power 100? **Sound off in the comments area of the Letter From the Editor page**, where the criteria is explained.

# THE MOST INFLUENTIAL IN THE MUSIC INDUSTRY



BILLBOARD'S LIST OF THE MUSIC INDUSTRY'S 100 MOST INFLUENTIAL.

BILLBOARD'S POWER 100 INDEX:

1. Irving Azoff
2. Coran Capshaw
3. Lucian Grainge
4. Martin Bandier
5. Doug Morris
6. Michael Rapino
7. Rob Light
8. Len Blavatnik
9. Tim Leiweke
10. Jimmy Iovine
11. Eddy Cue and Robert Kondrk
12. John Hogan
13. Shawn "Jay-Z" Carter and Beyonce Knowles
14. Lyor Cohen
15. Randy Phillips
16. Emmanuel Seuge
17. Frank Cooper
18. Barry Weiss
19. Rob Stringer and Steve Barnett

20. Arthur Fogel
21. Marc Geiger
22. Dan Mason
23. Bob Pittman
24. Roger Faxon
25. Ronald "Slim" Williams and Bryan "Birdman" Williams
26. Rio Caraeff
27. U2 and Paul McGuinness
28. Julie Greenwald and Craig Kallman
29. Daniel Ek
30. Lukasz "Dr. Luke" Gottwald
31. Lewis W. Dickey, Jr.
32. Peter Grosslight
33. Charles Attal, Charlie Jones and Charlie Walker
34. Robert Greenblatt
35. Van Toffler
36. Monte Lipman
37. Antonio "L.A." Reid
38. Joel Katz
39. Mark Campana and Bob Roux
40. Tim Westergren
41. Peter Edge and Tom Corson
42. Tom Poleman
43. Chip Hooper
44. Hartwig Masuch
45. Rob Cavallo and Todd Moscovitz
46. Cliff Burnstein and Peter Mensch
47. Nathan Hubbard
48. Jay Brown

49. Evan Lamberg
50. Jon Bon Jovi
51. Lia Vollack
52. Jan Jeffries
53. Steve Bartels
54. Scott Borchetta
55. Blaise D'Sylva
56. Neil Portnow
57. Dennis Arfa
58. Cameron Strang
59. Cortez Bryant/Gee Roberson
60. Sean Parker
61. Steve Moore
62. Paul Rosenberg
63. Tifanie Van Laar
64. Ryan Seacrest
65. Robert Kyncl
66. Lorne Michaels
67. John Butcher
68. Clint Higham
69. Randy Spendlove
70. Rich Lehfeld
71. Peter Luukko
72. John Branca
73. Melissa Lonner
74. Raul Alarcon, Jr.
75. John Frankenheimer
76. Cary Sherman
77. Larry Marcus

78. Taylor Swift
79. Kevin Mayer
80. PJ Bloom
81. James L. Dolan
82. Jesus Lopez
83. Martin "Max Martin" Sandberg
84. Lady Gaga
85. Mike Dungan
86. Fred Wilson
87. Jon Platt
88. Willard Ahdritz
89. John Ivey and Alex Tear
90. Jody Gerson
91. Chris Tsakalakis
92. Nigel Lythgoe

## 93. Richard Busch

94. Debra Lee
95. David Israelite
96. Steve Berman
97. Rich Bengloff
98. Gary Overton
99. Daniel Glass
100. Simon Cowell

Billboard Power 100 Honoree Clive Davis