

Billboard's 2024 Top Music Lawyers

TALENT & LITIGATION



Gary R. Greenstein

Member, Wilson Sonsini Goodrich & Rosati

Greenstein — who works with digital media and entertainment clients and counts AI, technology transactions and financial technology as his focus areas — is representing Google and Stingray before the U.S. Copyright Royalty Board in the Web VI rate-setting proceedings, which will determine streaming royalties for 2026-30. He previously represented Google in the Phonorecords IV proceedings, which resulted in a rates settlement that interactive streaming services pay for using music as of January 2023. "We also represent numerous broadcasters and streaming services in royalty audits by record companies, the [performing rights organizations] and SoundExchange," he says.

Most pressing issue: "Where is innovation going to come from next, and will the currently constituted music business permit new businesses and ideas to germinate and flourish? You have three major labels and a relatively small number of services responsible for most music consumption."