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Subject: Adventures in Music Licensing, July 2014

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Ed Hartman's
**Adventures in
Music
Licensing
July 2014
Vol. 2, No. 7**

Fellow composers/musicians/music creators, please forward the newsletter on to anyone you know with original music! - Thanks

*** I hope everyone is having a great summer!** Seattle is having a pretty nice one, weather-wise. Get out of your studios and enjoy the weather...

*** For anyone who has taken my licensing class (most of you!) I would very much appreciate any testimonials you have about the class.** It really helps promote and keep the class going. Please email to edrums@aol.com

*** Music Licensing Follow-up event coming...More info soon.**

*** Next NSCC Music Licensing Class: FALL: Sat, Oct 18, 2014** (Registration will be available in the fall)

<http://www.campusce.net/NSCC/Course/Course.aspx?c=2117>

Related: There is a small group of composers-songwriters that are interested in a class in the next month or so (in my Wallingford studio). We may have room for one or two more. This would be an intro class. Price will be determined by size of class. Please email if interested, or you know of someone that might be interested. Also, the possibility of a follow-up class for those who have taken the intro class is always a possibility. Please let me know if you are interested. Thanks!

(see below). **Please forward the newsletter on to anyone you know with original music!**
- Thanks

*** Individual Consultations** - I've had a number of composers come in for "One-on-one" sessions. If you don't want to wait for a class, and want extremely focused information about licensing, pitching, copyright, BMI-ASCAP, track by track analysis

(review for pitching), please email or call.

*** If you have any articles, links, ideas, etc. related to music licensing, please let me know!**

*** PLEASE come by and grab a TAXI packet** (my store The Drum Exchange (<http://drumexchange.com>) in Wallingford - let's have lunch! I have them waiting for anyone who didn't get them. They have a lot of info. TAXI will send you info, or you can go to taxi.com for info, too. If you do choose to join, tell them I sent you, and it will be worth 5 free pitches (\$25) As I said at the class, you can check out TAXI for free (you can't pitch).

Please let any composers/songwriters know about this newsletter!

Recent adventures in Licensing:

Hopefully, these stories of placements can help you understand the reality of licensing. - Ed

New UK connections via <http://www.musicxray.com>:

Pop-Up Music and FME Music, both took my all around numero uno new ageish tune, "Rivertrance" (marimba, vibes and percussion improv groove piece). All were looking for Discovery Channel type tracks (non-exclusive). This track has never been rejected. I must make more!! Keep in mind, one really good track can open a LOT of doors! Another Musicxray.com library that I had signed with, recently went exclusive, so I had to terminate my contract. Also, another Musicxray company positively responded to Rivertrance, but they want it exclusively (3 yr. contract). I told them I can't. I usually let them know I am available for custom tracks, too. I may create something for these companies, if time allows. I really hate to tie up a track in one place. More libraries are going exclusive, so it is something to consider, if you have the time to get them brand new music. I have had friends that have made good money with exclusives. Some tune (no clues in my BMI statement) is on SYFY - Naked Vegas.

Music Licensing News/Questions from the audience:

People ask me how much you can make in back-end royalties. Here's what it amounts to if you divide the total fee by performances (times on TV) Basically, everytime theses films are on, I get these amounts. I'm not getting rich, yet, but they do add up. Cold Light of Day, a box-office bomb, starring Henry Cavill (Superman) brought in over \$150.00 this quarter, and it hasn't made it to HBO or other cable, yet. It was a long use (over a minute, which brings in much higher royalties). Different types of TV vary the amounts, too (Network, Premium Cable, Basic Cable, etc.).

Here's some per use based on my latest BMI quarterly payment:

Title, Length, Film, Per use \$ (approx.), Network

- * **Football Funk :20 (The Blind Side) \$8.00/use ABC Family**
- * **Football Funk :10 (Scooby Doo, The Mystery Begins) \$6.00/use Cartoon Net**
- * **Sugar Plum Fairies :20 (Surviving Christmas) \$8.00/use TNT**
- * **Plaza de Madrid 1:42 (Cold Light of Day) \$7/use on The Movie Channel and Showtime**

For comparison, streaming shows are starting to show. I'm not sure how the payments compare to broadcast television:

*** Appassionata (ABC's Revenge) \$8.71 - total** (1,249,953 streaming performances)
The same show brought in \$13.92 in Australia (probably broadcast) Also, keep in mind, this is an episode from a few years ago. This type of revenue has really never existed before from viewers "catching up". In the end, the millions of streams pretty much equal a network performance. It's hard to say if it is more or less, with knowing the numbers of viewers on regular and cable TV.

Based on the above info, it looks like everytime one of my tunes on a movie on TV (in the US), it's \$6-8 in my pocket. Not a bad way to get paid for watching TV!

"Hey - I got a great placement" - Licensing News

Do YOU have an adventure in licensing story? - they ALL are!

Email me: edrums@aol.com

The Tech Side

Question:

If my samples are not good enough, is it worth pitching music?

Frankly, most of my samples are way out of date. I'll play my music for friends, and they will say it sounds fine, but clients are listening on a different level, sometimes. They may be comparing you to real orchestras, etc. I need to do an entire upgrade of my computer and software. I'm still working around dated string sounds, although lately I have found so decent free soundfont files (google). You should be able to open them in your DAW.

I almost didn't go after a pitch for a film because I had low confidence in my sampled guitar sounds. It was good, I did, though. I was able to get my tunes forwarded, though. I haven't heard if they have been placed, but the library was OK with them. The acoustic guitar on my older Logic software has worked pretty well for fingerpicking or classical guitar. I am still on the hunt for a strumming device. I think I need a midi Autoharp!

I will say that your samples are probably going to be more important than your overall software in the future (as most DAWs become pretty even). Strings are especially tough at this point. I continue to hear good things about "Symphobia" (\$1149 - a bit pricey)

<https://www.projectsam.com/Products/Symphobia-Series>

<http://composerfocus.com/string-sample-library-roundup>

<http://musiclibraryreport.com/software-reviews/string-sample-library-shootout>

OPPORTUNITIES: (Caveat Emptor!) - This can at least show you if your music is on track with the needs of the industry. Go to the links for complete listings. Listings can change daily.

TAXI: <http://taximusic.com>

This gives you an idea of recent stuff. I've just put instrumentals here. Many more rock, indie, funk, etc. with vocals...Remember, if you do join TAXI tell them I sent you. It will be worth \$25 in pitches - Ed)

WORLD INSTRUMENTAL ARTISTS

VINTAGE CHRISTMAS MUSIC recorded before 1992
 POP ROCK INSTRUMENTAL BEDS
 ROCK INSTRUMENTAL CUES
 ELECTRONIC BASED INSTRUMENTAL CUES

Film Music Network: (http://filmmusic.net/job_listing.php)
 Music Supervisor Seeks Instrumental Music for chain café AD
 Instrumental Modern Radio Pop ASAP for V
 Soulful Dance Music need immediately for TV Show.

Musicpage: <https://www.musicpage.com/musicopsboard> (recent changes in how many opps you get/month)

Looking for Motown Style Music
 We Need a Great Country Style Track
 Record Label is Looking for New Electronic Artists

Musicxray: <http://www.musicxray.com?afid=87878b10fd7e012c80821231390a1e12>

Seeking Latin Style Music
 Upbeat fun, Pop-Dance Music
 Instrumentals needed for TV/Film projects.

Our Seattle based music licensing library, <http://audiosocket.com>

is looking for these kinds of tunes:

Uplifting instrumental film/tv music
 Inspiring & cinematic folk
 Upbeat indie electronic
 Anthemic rock

Upcoming NW composer-licensing related events: (Please email your links!)

*** July 8th - 7pm to 9pm: SCA presents Seattle Ravel Study: Daphnis et Chloe, Suites 1 & 2** (First Meeting) Inspired by Ron Jones' Ravel Study in L.A., we are proud to present a new chapter of the study group here in the Northwest. Join us July 8th from 7pm to 9pm at the Seattle Film Institute in the theater, where we'll dive deep into the analysis of Daphnis and Chloe, Suites 1 and 2, in this first of a series of meetings. Long held by critics as Ravel's "masterpiece for orchestra," we will explore what makes a great orchestration, and how we can make our own music better. Seattle Film Institute, 3210 16th Ave W INFO: <http://seattlecomposers.org>

Seattle Songwriters Lab:

Dates: July 21 - 26, 2014 from 12pm - 5pm each day

Location: The Neptune Theatre (1303 NE 45th Street)

Cost: \$200 (limited number of scholarships available on request)

<http://www.stgpresents.org/education/songwriters>

July 30 2014, 5-7pm, Spitfire, Downtown Seattle. Seattle Film and Music Happy Hour (great networking event)

<http://fmihappyhour.wordpress.com/about/>

*** Ed's Next Music Licensing Class: Sat, Oct 18, 2014 NSCC**

<http://www.campusce.net/NSCC/Course/Course.aspx?c=2117>

Registration will be open in the fall: \$49.00; Please forward this email and invite to any composers/songwriters you know!

Upcoming National events:

BMI Events:

<http://www.bmi.com/events/calendar/>

ASCAP Events:

<http://www.ascap.com/news-and-events/calendar.aspx>

Pacific NW Grammys: (look for Songwriters, and studio Summit events)

<http://www.grammy365.com/chapters/pacific-northwest-chapter>

*** TAXI Convention: Nov, 2014 (free with membership)** Definitely worthwhile.

<http://taxi.com>

RESOURCE GUIDE:

This links have moved to my website:

http://edhartmanmusic.com/resources_for_composers/

Links of the month:

Rosanne Cash talks about getting \$114 for 600k streams:

<http://www.americansongwriter.com/2014/06/songwriter-u-rosanne-cash-testifies-congress-defense-artists-rights/>

How Licensing Works:

<http://entertainment.howstuffworks.com/music-licensing.htm>

BMI article about licensing:

<http://tinyurl.com/nk4zdrp>

Aaron Davison: (Berkeley Grad)

www.renegademusicmarketing.com

www.howtolicenseyourmusic.com

Audio Engineering Classes:

<http://seattleaudioschool.com>

General Licensing Info:

<http://entertainment.howstuffworks.com/music-licensing.htm>

TAXI TV (Mondays at 4pm. You do NOT need to be a member!)

<http://www.ustream.tv/channel/music-marketing-online>

Music from TV Shows: (good resource when a library needs music for a specific show.)

Not the themes, but licensed music in the show, down to the episode, with links. Mostly pop music that has been used since 2006)

<http://www.tvshowmusic.com>

FB for the film industry: (Very cool network!)

<http://www.stage32.com>

Ed Hartman Consultation

I am always available for one-on-one consultation. I charge my instrument lesson rate (\$50/hr) I will be happy to critique your music, make recommendations for marketing, suggest libraries to put you music in, help figure out studio configurations (although I am not a heavy tech person. I can recommend people, though), and give you general career advice. If you are interested, please call or email.

Composer Joke/Quote of the Day:

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Gee, composers are so supportive of each other...

"A composer for one right hand"

*Wagner on Chopin*

"What a good thing this isn't music."

*Rossini on Berlioz's Symphony Fantastique*

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**Ed on IMDB:**

**<http://www.imdb.com/name/nm3047539/>**

*- Internet Movie Database - Make sure you are in there, if you have a placement!*

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