

From: Ed Hartman <edrums@aol.com>
Subject: Adventures in Music Licensing, October 2016
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To: edhartmanmusic@gmail.com
Reply-To: edrums@aol.com



Ed Hartman's
Adventures in
Music Licensing
October 2016
Vol. 4, No. 10

*** Fall has arrived in the Pacific NW!**

Big storms coming this weekend. Batten down the hatches!

*** The next Licensing class is Oct 22, 2016 NSCC, 9m-12noon** (unless something else pops up!).

Please spread the word with anyone might be interested. I appreciate it!

INFO/Registration:

continuinged.northseattle.edu/courses/make-money-licensing-your-music

New video about the class:

[youtube.com/watch?v=A2QDn8u_T0o](https://www.youtube.com/watch?v=A2QDn8u_T0o)

*** I am considering putting on another licensing event, like last year.** We had over 75 attend, in Seattle. What do you think? (I will put out a special email announcement).

*** Look on FB for Seattle Composer Alliance Monthly Meetups!** They've been a block away from me, in Seattle.

*** If you are considering TAXI NOW is the time.** The convention (two free tix for members) is Nov 3-6, in LA. I will be there (teaching my class, too!) If you are interested in TAXI the convention is worth the annual membership alone (3 days, TWO passes, etc.) Don't register online, but call and tell them I sent you (worth 5 free pitches).

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I am now doing Skype (or phone) one on one consultations. If you are not in the Pacific NW, and would like to get info, please email me (edrums@aol.com) Let me know

what you are interested in talking about (licensing, contracts, exclusive vs. non, writing, tech, etc.) and we can schedule a time to talk. My fees are below. If you just have a short question, you can always email it for a general answer in the next newsletter.

Please let me know if I can be of help!

*** For anyone who has taken my licensing class**, I would very much appreciate any testimonials you have about the class. This feedback helps with promoting future classes. Please email me (*see below*).

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

*** Shop Local!** Your local small business REALLY needs your help these days. Amazon, and online are killing local business. Local biz = tax revenue for schools, local services, repairs, community support, education, competitive prices, etc. When we lose local businesses we lose our community. When online runs everything, who will be left with a job? Who will buy anything?

Recent adventures in licensing:

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

*** Update on: mimp3s.one (free download site):** I did contact them to take my tracks off (they get them from Youtube and Soundcloud, etc.) They did not take them off. I don't know if there is anything you can do about it.

*** I did recently create a few percussion-only tracks.** I am pitching these to libraries, to see if there is a demand for specialty tracks.

Afro 6/8:

edhartmanmusic.com/percussion_drums_hand_drums/s/conga_joy_for_six

Mideastern:

edhartmanmusic.com/percussion_drums_hand_drums/s/sahara_stroll1

Metal tongue-drums:

edhartmanmusic.com/exotic_instrumentsdrums/s/asian_island_dance

*** Since getting my tracks on adrev.net (free service to collect licensing fees from Youtube for your music), I have found a lot of tracks with my music on videos.** It takes a couple of months to start getting results. There isn't much revenue (no viral vids), but it is interesting where my music is winding up. I don't really know how my music is getting on these tracks. They are homemade videos. (*NOTE: I do not endorse the content on the videos. They are just licensing my tracks. They are getting reported for potential income.*)

Here's a few links:

Fast and Furious Cowbell:

youtube.com/watch?v=302gbAQMbAg

Lake Erie:

youtube.com/watch?v=0w3LOBFmMIA

Ghost Ride: (12:30-14:30)

youtube.com/watch?v=qjWuPH3XQe8

Battle Hymn Of The Republic:

youtube.com/watch?v=sxkSP2kHEt4

Fanfare for the Gods:

youtube.com/watch?v=DjxELYRd7M4

Rainforest:

youtube.com/watch?v=IGp3Z5HXph0

*** And then there is the latest BMI quarterly payment:** Pretty good! Nothing exceptional, but it's a nice bit of cash throughout the year.

The Blind Side is on ABC Family and now TNT regularly. Good money.

Hulu is starting to pay. Not big, but something.

The Cold Light of Day film (with Superman's Henry Cavill), did well in Australia, Japan, and Brazil. The lesson here, is that the film, a mediocre thriller that did terribly at the box-office, has made quite a bit of backend money since it came out in 2012. Royalties forever!

I did just see something funny. I had a track in a doc, "**Cool It**" (a anti-global warming film - eek), and it came through a local library. The track is showing it went through a different library. It doesn't change the amount to me, but it does mean the wrong library got the publishing on that payment (from Denmark). This track is non-exclusive, so I can see international societies screwing up the payments. Something to watch! Overall, my international royalties are a bit more than US. That means I need to get more placements. The international money is always behind the domestic. Get those tracks done!

Tales from the Tech Side:

UPDATE: To check on the accuracy of Tunesat.com (free and pay service to track TV placements) I uploaded my Marching band tune used in *The Blind Side*, from the soundtrack itself, with crowd noise. I have a theory that if the music is hidden too much behind the other sounds of the film, fingerprinted tracks may not catch it. This should do a better job. I will report if it is successful.

Results:

Success! All of a sudden tracks from two major films, my placements were in started to appear on Tunesat! This means Tunesat can only tell if your tracks are on a show, when they are very clear in the soundtrack. I recommend, if you know your music is on a show or film, to try and get a recording of that part of the soundtrack. Luckily, I had these scenes already (for classroom use), and it was easy (via Quicktime) to create an audio track from the video.

PS: One reader (thanks John C.!) reported that his Tunesat detections showed a track of his on a TCM classic movie from the 50s! Evidently, that particular waveform was very similar to one of his tracks. Tunesat is a nice tool, but not to be depended on.

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

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

Email me: edrums@aol.com

Music Licensing News/Questions from the Audience:

What do you think about Music Library Report (MLR)?

Michelle

I am using it quite a bit, right now. There is a tremendous amount of information there (500+ libraries). The discuss boards are very active with composers talking about their experiences with different music libraries. Sometimes, the libraries, themselves, will chime in to clear up or defend something. I recently started to go through the exclusive libraries to submit specialty music to. I am sending them existing track links, but seeing if they are interested in new, custom tracks. Some of these libraries pay upfront fees, so creating new tracks can be lucrative. You may not get the sync fees

after you sell them the track, but you will still get the writers share of royalties. MLR has a lot of newbie info there. It was started by a great composer, Art Munson. It was initially free, but there is a membership now. You can pay by the week, month or annually. MLR runs specials occasionally, so keep your eyes open. There is a ton of FREE info on the site, without becoming a member. Check out the "Newbies" link. I use it, especially when I find a library out there, and then check it out through MLR. Art sends out a newsletter with updates, too. I recommend it, even if only for a short amount of time.

OPPORTUNITIES: (Caveat Emptor!) -

I'm taking out the actual ops, due to lack of time. You can go to these sites and see what clients are looking for. Some of these companies have fees.

taximusic.com

filmmusic.net/job_listing.php

musicxray.com

Hitlicense.com

Musicgateway.net

Songtradr.com (on demand pitching, and also a library)

Upcoming NW composer-licensing related events:

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*** Ed's Next Music Licensing Classes:**

* Ongoing classes at NSC:

Oct 22, 2016 NSCC, 9m-12noon

North Seattle College (formerly Community) Open to anyone (you do not need to be a student)

continuinged.northseattle.edu/courses/make-money-licensing-your-music

Registration is open now - \$49.00; Please forward this email and invite to any composers/songwriters you know!

Upcoming National events:

*** TAXI Convention: Nov 3-6, 2016 (free with membership)** Definitely worthwhile.

I'll be there, teaching a mini version of my class! Let's have lunch!

taxi.com (if you are going to join, call them and mention my name. It's worth 5 free pitches (\$25))

*** NAMM** (Music Equipment Trade Show - 100K participants!) January, Anaheim, CA.

NEW Pacific NW Event (a la SxSW!)

*** BMI Events:**

bmi.com/events/calendar

*** ASCAP Events:**

ascap.com/news-and-events/calendar.aspx

Also: ASCAP "I Create Music EXPO" Spring 2017

ascap.com/expo

* **CD Baby DIY Convention (Chicago, Sept, 2016)** diymusiciancon.com

* **Pacific NW Grammys: (look for Songwriters, and studio Summit events)**
grammypro.com/chapters/pacific-northwest

RESOURCE GUIDE:

This links have moved to my website:
edhartmanmusic.com/resources_for_composers

Links of the Month:

* *Lots of great interviews about the biz of music:*
musicmoneyandlife.podbean.com/

* Get FREE movie tickets! (Preview screenings in your area)
gofobo.com

* *Looking for percussion for your next tracks? New video tour of The Drum Exchange and Ed Hartman Percussion Studio.*
youtube.com/watch?v=hcl8r2eRaOk

* *New video of mine...*
The Secret to Learning Major Scales on ANY Keyboard!
youtu.be/U3q5qyJMoKQ

* **Some sites to check out: (I haven't used them yet. Please let me know what you think!**
sentricmusic.com - pitching company?

soundreef.com - royalty collecting company based in the UK

* *Books, resources, videos:*
howtolicenseyourmusic.com/

* *Another podcast interview of mine! This time, a locally produced one about music licensing:*
wotspodcast.com/2015/12/wots-version-56-with-ed-hartman.html
or

itunes.apple.com/us/podcast/word-on-the-street/id940213680
Podcast interview of mine. It's all about Music Licensing!
itunes.apple.com/us/podcast/music-business-connection/id1040356746
or
musicbusinessconnection.com/ (episode #25)

Music Supervisor interview:
musicsupervisorguide.com/blog/music-supervisor-selena-arizanovic

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

FB for the film industry: (Very cool network!)
stage32.com

Wondering about any of the terminology used in this newsletter:
licensequote.com/mlq/music_license_quote.html
ascap.com/licensing/termsdefined.aspx
musicbizacademy.com/articles/gman_money.htm

Ed Hartman Consultation

I am always available for one-on-one consultation, in person or via phone or Skype (call or email to set up)

One hour: \$70.00

Two hours: \$120.00

Groups: contact for price

I will be happy to critique your music, make recommendations for marketing, suggest libraries to put your 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.

Music Joke/Quote of the Day:

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A bunch of singer-songwriters were sitting around a bar in Nashville. One of them says 'I keep hearing about these guys Bach, Beethoven and Mozart. Anybody here heard of them?'

'Yeah' replies one of the songwriters 'I've heard of 'em ...but I wouldn't worry too much, all they ever did was instrumentals.'

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### **Ed Hartman Contact Information:**

**Phone: (206) 634-1142**

**Email: [edrums@aol.com](mailto:edrums@aol.com)**

**Website:  
[edhartmanmusic.com](http://edhartmanmusic.com)**

**Ed on IMDB:**

**[imdb.com/name/nm3047539/](http://imdb.com/name/nm3047539/)**

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

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The Drum Exchange, 4501 Interlake Ave. N., #7, Seattle, WA 98103

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