

Ed Hartman Studio
Ed Hartman's

Adventures in
Music Licensing
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Fellow composers/musicians/music creators, please forward the newsletter on to anyone you know with original music! – Thanks

Happy New Year! I hope everyone has had a good break, and ready to get back to writing that great masterpiece, or at least a little tune that can make some money!

* Next Music Licensing Class: Sat, March 8, 2014 NSCC (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

A Christmas tune I wrote a few years ago, and put out via CD Baby was recently heard in a Dollar Store in Rochester, NY (by the singer!). She kept wondering why she know the lyrics so well, and it was in her key...Now, to find out how they got it, and if they are paying license fees. My guess is a company like Muzak is supplying the chain. Some payments from corporate use, especially limited, can pay pretty well. I will report, if I figure it out!

The song:

<http://www.cdbaby.com/cd/edhartman>

"Honey, your royalties are here" Dept. (Frank Zappa)

BMI royalty statement:

SCIENCE CHANNEL: CICADAS AND INVADERS 2013

COCOBANG YR 1 EP 103 EP 105 – Anyone know what this is? Cocobang is a female rapper, but I could find anything. There is another reality show with Coco in the title, but no answers, yet. The listing on the statement was from the UK. Mysterious stuff, indeed.

LET'S MAKE A DEAL – I've been getting more gigs for this iconic show, from Scorekeepers (library). I think they are pitching a number of tracks to them. The \$ are very good, because it is network.

THE BLIND SIDE – ABC Family is paying about \$14/performance, and the film has been shown a lot. It's a forever football movie!

If you are wondering about YOUTUBE revenue, I received about 50 cents! – yeesh.

HULU and NETFLIX are starting to show up on my statement! Good to see. HULU is paid by downloads – One episode of "Greek" (ABC Family), about 250K downloads, I think = \$8.00

COLD LIGHT OF DAY – This film tanked at the theatres but is starting to show up on paid cable. The overseas theatrical have been steadily adding up (it did OK worldwide). France paid \$90!! There are 80 countries out there. It will move to TV around the world, too. I'm watching this very carefully...

<http://bmi.com>

Pump Audio statement:

Always impossible to read. (really small print, and totally cryptic! They do pay some good \$\$ regularly. Usually clients are corporate. I only have a few dozen songs with them, but I get surprisingly good royalties.

<http://pumpaudio.com/>

Music Licensing Musings...Ed Hartman

How to Make Your Career Move Forward

I've always believed that the most important way to get your businesses off the ground, is to help others. Get involved in local organizations that are related to your business. For instance, rather than simply joining a group, get on the board or committee*. It is remarkable how quickly you will get into the center of activity in

your area. If there is no film or composer group, create one! You will quickly become a resource for others to get information. Your network will grow exponentially, and you can actually change the nature of the community you are in!

*Are you a member of the Seattle Composers Alliance?

<http://seattlecomposers.org>

Music Library News/Questions from the audience:

What is "In Perpetuity"?

When Non-exclusive is forever...

In my experience, most libraries have terms to their contracts, usually around 3 years. At the end of the term, they will either automatically renew, or ask you. Most of the time, I renew, and have not had any problems. I work non-exclusively, most of the time. Some libraries, such as Audiosparx requires that tracks stay in their catalogue forever (perpetual license or "in perpetuity"). They do this, partially because they put tracks on many mirror sites (MusicCult.com, RadioSparx.com, CustomLabelMusic.com). I'm not crazy about forever contracts, although, I've never pulled a piece out of a library, and don't expect to. The latest library I just entered has a 3 year term.

If you are releasing CDs of the same music, you might be careful where you put your music, especially if it is retitled. Imagine "Yesterday" by the Beatles, retitled as "A Day Ago"! On the other hand, getting a track from a CD on a TV show or film is huge to get listeners to buy it. When you get a track on an HBO show, they even put a link to iTunes (if avail). on the shows website! I do believe licensing is your best shot to creating a demand for your music, especially if you are selling your music directly to fans. Musicsupervisor.com is a great library that does not re-title (you keep the publishing!!). There are tremendously ethical about it, and are run by composers and supervisors. I've only gotten one placement from them, but it was for the film, "The Blind Side". I

have received substantial royalties from both the writers and publishing side. It has been playing on ABC Family, during primetime (\$\$) about once a month.

It is true that some libraries sell parts of their catalogues to other low pay digital distribution outlets (aka "Third party"), and you will get a lot less per play than via Itunes, etc. In the end, I don't worry about this kind of thing. My feeling is that there are 6 billion people on this planet, and until my music has reached everyone, I can't be concerned about who buys what, where, and at what cost.

Info:

<http://musiclibraryreport.com/a-to-a/audiosparx>

"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

This space is reserved for technical questions about the studio, biz, etc.

After filling out another Schedule A (list of songs attached to a contract to a library, that contains, name of song, length, publishing info, style, mood, length, etc.), I think getting all of that info into your song via metadata (storing in the song itself), may be the answer. This particular library welcomes metadata in the tracks. Confession: I have Id3, a metatag editor, and just need to use it!
<https://www.macupdate.com/app/mac/21456/id3-editor/>
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)

DRAMATIC ORCHESTRAL INSTRUMENTAL TRACKS

CONTEMPORARY, TV COMMERCIAL-FRIENDLY, ALT ROCK to INDIE ROCK INSTRUMENTALS

SMALL ENSEMBLE JAZZ INSTRUMENTALS

CONTEMPORARY, Down-to-Mid Tempo NEW AGE INSTRUMENTALS

MID-to-UP Tempo ELECTRONIC DANCE INSTRUMENTAL
Contemporary, Mid-to-Up Tempo DUBSTEP INSTRUMENTALS

Film Music Network: (http://filmmusic.net/job_listing.php)

MUSIC SUPERVISOR SEEKS TRACKS FOR CABLE TV PILOT

MUSIC LIBRARY SEEKS CHRISTIAN AND GOSPEL MUSIC FOR PLACEMENT

MUSIC LIBRARY SEEKS NEW COMPOSERS IMMEDIATELY

INSTRUMENTAL GUITAR MUSIC NEEDED FOR TV SERIES

SOULFUL DANCE MUSIC NEEDED IMMEDIATELY FOR TV SHOW

ROCK MUSIC NEEDED IMMEDIATELY FOR TV SHOW

Musicpage: <https://www.musicpage.com/musicopsboard>

Need a Americana, Roots, Country or Similar Genre Song Op Pay: \$3,750

Epic Song Needed for a Car Chase Scene Op Pay: \$4,000 - \$8,000

Looking for a Song About Money or a Replacement for: For the Love of Money Op Pay: \$2,500 - \$5,500

Musicxray: <http://www.musicxray.com/artist/categories/32>

Seeking Music for Film/TV/Ads/Trailers

Publisher seeking original romantic and reflective ballads for placement in film, TV, etc.

Immediate Need! Bright, fun, acoustic guitar based Pop songs for ad license.

Film, Jingle & Ad Composers

Lifestyle Brand Commercial, targeting socially active trendsetters

Music Wanted For A Global TV Commercial

Seeking tracks similar to NFL on FOX sports theme

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

Saturday, March 8, 2014 9am to noon:

"Make Money Licensing Your Music" Class:

North Seattle Community College

<https://continuing.northseattle.edu/courses/make-money-licensing-your-music>

Note: Registration will open in January. \$49.00 (You need to register ahead. No walk-ins – the last class was full)

Seattle Composers Alliance events:

SCA Fly Films – If you are member, you can apply for this great opportunity to score a film that will be shown at SIFF (siff.net) in Seattle. I've done this a few times, and it has been a serious adventure! This year composers will be working with media companies. This should be a really good way to get in the face of commercial media firms.

Also, go see...

An Evening with Brian Monroney:

Using iPad Hardware in a Production Setting

Wed, Jan 29, 2014, 7–9PM (networking at 6:30pm)

The Seattle Composers Alliance is proud to present an evening with Brian Monroney, composer and guitarist, as he demonstrates different uses for iPad technology in the home and recording studio. Subjects will include workflow, available software, signal flow, creative uses, and the like. Further information on Brian's musical activities can be found at <http://brianmonroney.com>. This is a free event.

Door prizes including an iPad mount from TheGigEasy and promo codes for various apps.

<http://seattlecomposers.org>

Upcoming National events:

* TAXI Convention Nov 7–10, 2013 (free with membership)
Definitely worthwhile.

<http://www.taxi.com/rally/13/registration.html>
RESOURCE GUIDE:

MUSIC LICENSING COMPANIES:

Great music libraries to submit your music too:

<http://music supervisor.com>

<http://audiosocket.com>

<http://audiosparx.com>

<http://hdmusicnow.com>

<http://indigimusic.com>

<http://mangoreel.com>

<http://musync.com>

<http://triplescoopmusic.com>

FEE BASED PITCHING COMPANIES:

<http://taxi.com> – although any pay to play is controversial, this org is the best I know of. The convention in Nov is worth the annual membership alone. They do screen ALL submissions, and that is really what you are paying for. It can get gigs, and if you pay attention, and help TAXI in return, you will get tons back. I have free packets of info at my studio – come by and pick one up (I can get you a little discount)

You can watch TAXI TV online FREE even if you are not a member:

<http://www.ustream.tv/channel/music-marketing-online> – shows Monday at 4pm! You can watch archived shows there anytime, too!

<http://www.filmmusic.net/> – Great site with tons of info, mags, and submissions for scoring and licensing gigs! Started by composers and supervisors.

To subscribe to the sometimes "lively" posts (by email etc.) –

<http://nxport.com/mailman/listinfo/fmpro>

<http://Broadjam.com> – well organized \$ Lots of projects coming in. Music is not screened, although they do report on clients listening.

I do know composers that are getting gigs. The annual fee is high, like TAXI, but no convention. You can submit without the membership but each submission is very expensive.

<http://Sonicbids.com> – I have gotten some gigs from this. You can pitch to live performance opportunities, radio play etc. \$

<http://versusmedia.com>– film directors looking for music. Usually low/no budget, but good for experience. Not a lot coming through, lately. I did get a nice film score from one, and that led to another...

<http://musicregistry.com> – Guide and online access to film music supervisors, etc. I've never bought the guide, but am interested if anyone tries it.

GETTING YOUR MUSIC IN RADIO:

<http://Airplaydirect.com> – mostly to get airplay, but work can come from this, occassionally. You create electronic press kits.

CD AND DOWNLOAD DISTRIBUTION:

<http://cdbaby.com>– I use this for digital and CD distribution. They do pitch to film etc. Check out download cards, rather than CDs!

UNIQUE LEADS:

<http://smalluses.com> – I know of some industry people that are looking seriously into this. Not sure where it is going, yet, though.

Small Uses was created by a group of videographers, local area television

producers, public service announcement producers, and other creators of

visual programs who need AFFORDABLE music for mini and micro-budget

productions.

Producers list their music needs and fee offered for use.

Musicians and songwriters respond to the listing.

Musicians and Producers agree to a one-time, non-exclusive use license.

NO PITCH FEES.

<http://cid.adrev.net/>

AdRev – they collect revenue from Youtube, when your music is played.

FILM INDUSTRY LEADS:

<http://infolist.com> – casting calls. Interesting trade news.

For anyone who says they have to be in LA to be a film composer:

<http://www.wired.com/underwire/2013/08/elysium-ryan-amon-music-composer>

MUSIC INDUSTRY RESOURCES:

<http://www.musiclicensingdirectory.com> – directory with listings online. Not sure what this is about. Anyone have experience here?

<http://www.musiclibraryreport.com>– Started by a composer, this is an excellent site that has reviews of music libraries. There may be a free trial offer. Free access to the forums. Try signing up with FB – I get links to ongoing questions about libraries on my FB feed.

<http://musicsupervisorguide.com> – \$\$ directory of music supervisors, etc. Never done it, myself.

<http://pro.imdb.com/>– IMDB is free, but IMDB Pro is by a monthly membership to get access to media contact info. I have used this from time to time. You can get a FREE month to test it. Use it, when you have time to grab a LOT of info.

<http://goodnightkiss.com> – Goodnight Kiss – get on her newsletter! Janet Fisher has a wealth of info, and occasionally is looking for music for projects.

<http://www.hmmawards.org> – Music in Media Awards.

<http://www.skillshare.com/classes/music/Music-Licensing-A-Music-Supervisors-Guide-for-Artists/2027685261> Online Music licensing class: \$20!

NORTHWEST ORGANIZATIONS:

<https://www.facebook.com/avpnw> –

Pro- Audio Video EVENTS, Seattle, Eastside, and PNW

<http://www.siff.net/> – Seattle Int. Film Festival. Lots of educational activities.

<http://seattlecomposers.org> – Our local composers org with tons of workshops, etc.

<http://seattleareafilmmakers.webs.com/> – local directors, producers and composers!

<http://www.nwfilmforum.org/> – Casting calls. Possible work from local filmmakers.

<http://www.seattle.gov/filmandmusic/happyhour/> – Get on this email list for future film and music mixers. The website has many contacts, too.

<http://nwfilm.com/> – all things film and media.

<http://www.911media.org/> – Lots of experimental filmmakers, video, etc.

INTERNATIONAL FILM NETWORKS:

<http://www.stage32.com> – FB for the film industry!
Links of the month:

<https://www.musicclout.com/contents/article-299-what-make-music-licensable.aspx>

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:
<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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The stages of a musician's life: (fill in "\_\_\_\_\_" with any musician!)

1. Who is \_\_\_\_\_?
2. Get me \_\_\_\_\_.
3. Get me someone who sounds like \_\_\_\_\_.
4. Get me a young \_\_\_\_\_.
5. Who is \_\_\_\_\_?

I'll add the stages of a musician's death:

1. I heard \_\_\_\_\_ died.
2. What ever happened to \_\_\_\_\_?
3. \_\_\_\_\_ was a genius in his time.
4. \_\_\_\_\_ died broke.
5. \_\_\_\_\_'s manager was rich, though.
6. Their making a movie about \_\_\_\_\_.

Now, if I can only get one of my tracks in that film!

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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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