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Subject: Adventures in Music Licensing, August 2016

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Ed Hartman's
**Adventures in
Music Licensing**
August 2016
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* **80s and 90s in Seattle.** We are in the sweet spot of summer here! Best time to visit Seattle! If you are ever in the area, drop by my store (and studio), The Drum Exchange (drumexchange.com).

* **Look on FB for Seattle Composer Alliance Monthly Meetups!** They've been a block away from me, in Seattle. I should be at the next one in Sept.

* **If you are considering TAXI NOW is the time.** The convention is in Nov 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).

* **The next Licensing class is Oct 22, 2016 NSCC, 9m-12noon (unless something else pops up!).** Please let anyone you know that might be interested. I appreciate it!

INFO/Registration:

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

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!

Recent adventures in licensing:

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

- * **NEWS FLASH: Crucial is no longer collecting ADREV (Content ID) for Youtube.** They weren't making any money. I had already pulled out (I use adrev.com - much better). This is a good thing, because you need to upload ALL of your songs to whoever is collecting the revenue. Adrev allows YOU to upload your entire catalogue, and make sure you are getting all of your royalties (They fingerprint the track. If anyone on YT uses your music, you get paid. It can be pennies or dollars depending on how viral the video gets.
- * **I got a few placements of some old tracks, on an upcoming web series by an up and coming director (won best short at Sundance!).** I've been getting to know him, and hope to score something down the road.
- * **I am watching the Rio Olympics for a custom track that was submitted by Indigi Music (great library, now exclusive, so be picky!).** I did get a report from a student, who thought they might have heard the track. It's a classic percussion only samba! I do have it on tunesat.com (free to track up to 50 tracks on TV). Nothing yet!
- * **I just pitched two tracks to a library feeding to a Netflix show set in the 1980s.** They were looking for analog synth stuff. The first track wasn't analog enough, but the second is still in play. We will see! (see tech below)
- * **Musicgateway.net continues to be a decent free service to pitch to clients (TV, Film, etc.)** I have had a few tracks forwarded, no sales, yet. It's an easy portal to set up, upload tracks, etc. They have a pay side, but I haven't used it. The pay part does get you the ability to attach specific tunes. Up to now, though it seems the clients listen to tracks you tell them to, on your profile. There's a lot of space to put many mp3s. I'll add specific tunes, and then mention the tracks in a comments box. No placements, but forwards. There is a library that is interested thru them, and I might still work with them.
- * **I've had two tracks shortlisted on hitlicense.com** (\$5 pitch, no annual fees). Neither got the gig. I do a few of these a month. The jury is still out, whether anyone is making money on this site. The gigs look good, but I'm not sure many have collected anything substational. Even if you get the gig, hitlicense administrates the deal, so you might not connect very well with the client. Most of the pitches are for commercials and films. Those tracks have to be 100% on target (difficult!).
- * **One library, Scorekeepers, I have done well with, went from non-exclusive to exclusive.** They supply Scripps Network (Travel and Food Channels) There are NO PRO (BMI, ASCAP) backend royalties for these programs. Be careful. Theoretically, the library is direct licensing and paying you. We shall see if any money is there. This library has gotten me some excellent placements on "Let's Make a Deal" (CBS) Good network money! They send out a lot of calls for TV placements, with detailed descriptions of the types of tracks. You will be busy!
- * **Triple Scoop collects small royalties that add up!** \$77 for the last quarter. Not bad.
- * I pulled my sheet music from a publisher recently (no action after many years). I got the publishing back, and created a download on my website! Paypal was easy. The pdf downloads. I intend on putting a lot more music and educational materials for sale here. I tracked down a recording I made years ago on vibes (the old

publisher still has it on Soundcloud!). I also found the violin version, and reconnected with the violinist from 30 years ago, now in Korea! Wowza. Everything is here... Look for the red link on the homepage: **edhartmanmusic.com**

Tales from the Tech Side:

I just finished an analog 80s synth track for a client on LOGIC X. I used a combination of retro-synth (came with Logic), analog compression and mastering plugins, and **Izotope** (free plugin that makes recording sound vintage, by the decade!) This is ironic, because I have old synthesizers. They are all dead in the water with dead batteries, etc.

Tracks:

edhartmanmusic.com/electronica_indie/a/electronica_indie

Highway to the Universe

The Road to Here and There

"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 about Music Library Report? Is it work the money?

Michele

I think it is, if you are pitching heavy to libraries (like I am). You can get 30 days free, I believe. That should tell you. There is a ton of info and reviews. It will take a LONG time to get through the list of over 500 libraries. You can sort excl. and non, etc. I look through the list first without signing in. You get a better list view. When you sign in, a lot more info pops up per library, but it takes longer to scroll through them. Most have website links. The big deal is you can vet the libraries a bit. It is possible to use this list and others, and just go to libraries directly. If you do this, KEEP TRACK! Soon you will have a mess, and not know what the status is for each library you pitch to.

I would recommend a database or list:

Name of Library: Music World

Date of contact: Aug 15, 2016

Status: pitched 3 tracks

Excl/Non: Non

Contract signed:

Tracks signed: Important. You will want to add to this library later, and you will need to know what they have!

Paid gigs: \$1000 for TV, backend only

Etc...

Hey Ed. Quick question. I was looking at signing up for Cbaby Pro for my albums but didn't you say something in class about there being a problem with the Youtube aspect of letting cdbaby place your music or videos on there? trying to remember what you said about that. I'm puzzled by royalty collections outside of the USA. I think that's why I was especially looking at their pro representation.

CD Baby is fine for distribution of mp3s, CDs, etc. I DO NOT recommend using their

licensing option. It can get in the way with music libraries and Youtube (I use Adrev to collect those royalties). Everybody is trying to get those royalties, but only one company can collect for you. I really haven't heard of any success with their licensing, either. I would go with libraries, etc.,

BMI and ASCAP do collect worldwide - TV, film etc. It takes a year or two. Each country has their own PRO (like BMI) and takes a percentage along with your PRO sends the money to your PRO, and then to you. You will see your international royalties on your reports. I am seeing international placements on tunesat.com (FREE for 50 tracks). I can see if those royalties are every paid from my PRO or direct from a library. I wouldn't recommend using CD Baby for collections. They'll take another piece, etc. You should have your own publishing, join BMI or ASCAP, Adrev for Youtube (FREE) and Soundexchange (FREE for performers royalties - singers, instrumentalists).

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.

taximusic.com
filmmusic.net/job_listing.php
musicxray.com
Hitlicense.com
Musicgateway.net

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 TBA, 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:

Pitching to TV and film correctly!!

digitalmusicnews.com/2016/07/15/never-say-11-phrases-pitching-music-film-tv/

* *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:

music supervisors guide.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 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.

Music Joke/Quote of the Day:

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*"Works of art make rules; rules do not make works of art."*

Claude Debussy

*"To acheive great things, two things are needed: A plan, and not enough time."*

Leonard Bernstein

Bernstein is spot on! - Ed

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**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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