

Subj: **Adventures in Music Licensing, January 2015**
Date: Thursday, January 15, 2015 2:08:05 PM
From: edrums@aol.com
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Please forward the newsletter on to anyone you know with original music! - Thanks

- * I hope everyone had a great holiday break - Happy 2015! I hope you make zillions of dc**
- * Heading to NAMM Jan 21-25, 2015! Anyone going, or in LA?**
- * BMI checks out in a few days...Next newsletter should have interesting news.**
- * Note: I've take out the hyperlinks from the newsletter (you can copy and paste the linl**
- * For anyone who has taken my licensing class (many of you!) I would very much apprec**
- * Music Licensing Follow-up event coming...Still working on it.**
- * Next NSCC Music Licensing Class: WINTER: Sat, March 7, 2014** (Registration will be availa
continuinged.northseattle.edu/courses/make-money-licensing-your-music
- * Individual Consultations** - I've had a number of composers come in for "One-on-one" session
- * 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 (**drumexchange.** worth 5 free pitches (\$25) As I said at the class, you can check out TAXI for free (you can't pitch

Recent adventures in Licensing:

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

Audiosparx just sent me a royalty statement (it will pay in a month). More of my India TV theme placements. They are going to "in perpetuity" (in other words, forever) on their agreements (exclusive or non), which is not ideal. Because all of these reversions happen at different times you would have to wait to pull a track. The only

Close, but no cigar...

There was a recent pitch via TAXI for a Ghost Hunting Show Theme. (TV theme is a life goal of mine!) I did work pretty hard on a track. Another near miss, was for Agent Carter. They were looking for a newsreel style theme from the 40's. This came from a direct connection, that I actually had to re-listen to mine, to make sure I wasn't hearing mine on TV! There is a possibility that they may need more. You now have another product to showcase, and possibly sell to another client. Take a look at TV, and get an idea of what you really have to realize in this business, is that **a majority of the music you pitch will be rejected**. This is not necessarily bad, that vision, not the other way around! It also means, you have to pitch a LOT of tracks, all the time. The ones that succeed are creative.

Music Licensing News/Questions from the audience:

There is a closed group on FB for Taxi folks. It's a great place for info and questions...

Someone had mentioned that on their BMI catalog, they noticed some cue sheet info, that told them there are retitles from a show, and they generate the publishing through the cue sheet, evidently. (The works catalog can add a bit of information, possibly before royalties get to you. big cryptic). There is some chatter that in some of these cases the publishing is split between a library and TV music, and then you and the publisher (or you) get the backend. Imagine a production company showing on a LOT MORE to generate more royalties. It's a circle of HELL. You'll make money, though.

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

Congrats to Steve Rice for a number of placements in the last year! Steve is a tremendous keyboardist.

From the gallery:

Hey Ed - I wanted you to know that your newsletters are greatly appreciated! They are full of good info. Have a wonderful holiday season!
Michelle Bruski-Dumpert

Thanks Michelle!!! I'm glad someone is reading this thing...
Ed

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

Email me: edrums@aol.com

The Tech Side

I got a pitch for a 60 second commercial, and I have a great track, but it is too long (or short). Will

Any mastering program (Sound Studio, etc.) can change the speed of a track, but it will also affect the pitch. Too fast (I use it all the time, teaching, and have my students get it.). The pitch of the track stays the same. You can get just the right length. It does save as mp3s or full res files, too. I blew away a client doing this.

OPPORTUNITIES: (Caveat Emptor!) - This can at least show you if your music is on track with the need

TAXI:

taximusic.com

This gives you an idea of recent stuff. I've just put instrumentals here. Many more rock, indie, funk, etc. v

EMOTIONAL, STRING-BASED INSTRUMENTAL CUES

HUGE, EPIC ORCHESTRAL TRAILER MUSIC ACOUSTIC GUITAR-BASED SINGER/SONGWRITERS

ACTION-PACKED, EPIC INSTRUMENTALS

AUTHENTIC, ORIGINAL, VINTAGE (recorded prior to 1990) Latin Music

MALE and/or FEMALE NEW AGE ARTISTS

CONTEMPORARY ELECTRONIC DANCE (EDM) SONGS with MALE and/or FEMALE VOCALS

Film Music Network: **filmmusic.net/job_listing.php** -

MUSIC LIBRARY SEEKS NEW QUIRKY INSTRUMENTALS IMMEDIATELY

EPIC TRAILER MUSIC NEEDED IMMEDIATELY FOR PLACEMENT

MUSIC NEEDED ASAP FOR TV & WEB/MOBILE ADVERTISING

Musicpage: **musicpage.com** (recent changes in how many opps you get/month)

Feature Film Needs a Simmering Track with a Build

Musicxray: **musicxray.com** -

Cable Television Show seeking songs & instrumentals - \$2k-\$5k all-in for the spots

NBA Television Placement Opportunity

Seeking Uptempo/Exciting songs for New Video Game - \$4,000 payout

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

*** Jan 28, 2015 5-7pm, Spitfire, Downtown Seattle. Seattle Film and Music Happy Hour** (g

2015 Happy Hour Dates:

February 25

March 25

April 29

May 27

June 24

July 29

August 26

September 30

October 28

More info:

fmihappyhour.wordpress.com

*** Ed's Next Music Licensing Class: Sat, March 7, 2014 NSCC, 9m-12noon**

North Seattle College (formerly Community)

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

Registration will be open in the fall: \$49.00; Please forward this email and invite to any composer

Upcoming National events:

* **TAXI Convention: Nov, 2015 (free with membership)** Definitely worthwhile. I'll be there,
taxi.com

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

* **BMI Events:**
bmi.com/events/calendar

* **ASCAP Events:**
ascap.com/news-and-events/calendar.aspx

* **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:

Are you collaborating? Here's a contract you can use with other composers:
johnbraheny.com/resources/collaboration-agreement/

Differences between the PROs:
diymusician.cdbaby.com/2014/12/the-difference-between-ascap-bmi-sesac-and-sound

Crazy Country Mashup!
https://www.youtube.com/watch?feature=player_embedded&v=FY8SwIvxj8o

This guy does a lot of free videos:
silverscreenmusician.com/v2/ - great FREE pdf of music licensing companies at the end of this

Fett - The Mix Doctor! - saw him at the TAXI Rally. I have his book, too!
MixingMastery.com

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 the
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.

One hour: \$60.00

Two hours: \$100.00

Groups: contact for price

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

Composer Joke/Quote of the Day:

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*I still like this one:*

*A man goes to an exotic tropical island for a vacation. As the boat nears the island, he notices the constant sound of drumming coming from the island. As he gets off the boat, he asks the first native he sees how long the drumming will go on. The native casts about nervously and says "very bad when the drumming stops." At the end of the day, the drumming is still going and is starting to get on his nerves. So, he asks another native when the drumming will stop. The native looks as if he's just been reminded of something very unpleasant. "Very bad when the drumming stops," he says, and hurries off. After a couple of days with little sleep, our traveller is finally fed up, grabs the nearest native, slams him up against a tree, and shouts "What happens when the drumming stops?!!!" "Bass solo."*

*"In order to compose, all you need to do is remember a tune that nobody else has thought of."  
Robert Schumann*

*"Sometimes we pee on each other before we go on stage."  
Trent Reznor*

**Huh!?!?!**

**Forward email**



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