

# **The First Five Years – A Wild Ride!**

by  
Dave Walton

## **In The Beginning...**

My first royalty payment was received in June of 2007 (\$89.99)

- Placement for that royalty... February 2006!
- The deal that got the placement... November 2005
- The forward that got the deal... November 2004

One year and four months to get from “placement” to “royalty” (PRO snafu)

One year and seven months to get from “deal” to “royalty”

Two years and seven months to get from “forward” to “royalty”!

## **It's Hard To Get Steady Royalty Income In The Early Years**

- Network vs Cable placements (cable pays a lot less)
- Extreme example from my BMI statements - \$500/min (network) vs \$5/min (cable)
- Early income depends solely on new placements and some licensing fees
- Increased income is continuing new placements plus repeats plus foreign royalties
- Repeats and foreign royalties add to the overall income... eventually

## **Some Libraries DO Pay Upfront For Music (but tough to get into)**

- Most (nearly all) early deals will be non-exclusive or exclusive with no upfront \$\$
- Many non-pay libraries are VERY good deals because of placements
- My first upfront payment was \$125/track... after 5 years with other libraries
- Most recent (and highest pay for me) was \$3000 for 10 two-minute tracks
- First question was “What other libraries are you in?”. It does take time and experience
- But... in the end it's about the music. We're all equal in that we're judged by our music

## **DON'T GIVE UP!! It Does Pay Off (eventually) With (a lot of) Patience**

- Lowest quarterly royalty was \$90.03 in 2007
- Highest quarterly royalty is \$9,865 in 2011
- Royalties from US, Brazil, Canada, Croatia, Ireland, Malaysia, Mexico, South Africa, United Kingdom, Australia, New Zealand, Romania, Singapore, Sweden, Finland, France, Belgium, Hong Kong, Israel, Denmark