

The 5-Year Plan: A Film/TV Music Business Plan

Matt Hirt, Dave Walton, John Mazzei

1-Introduction (5 minutes)

Your 3 "driving instructors" introduce themselves

2-Opportunities in the music-for-the-media world (5 minutes) Round Robin

Overview:

- "Independent film" scoring
- Music libraries
- Video game composition
- Advertising and jingles

3-A whirlwind tour of music libraries (20 minutes) Matt Hirt

- What they are
- Who uses them: film, tv, advertising, industrials, infomercials, local radio, music on hold etc etc
- How they make money: needle drop license fees, blanket license fees, lifetime license fees, performance royalties
- What types there are: licensed libraries and buyout libraries
- How you make money as a library composer: production fees, sync participation, performance royalties
- How much money: the range of income
- The "numbers game": how it takes a lot of tracks to make a dependable income you can live off
- The "pipeline": how it takes a while to make money
- Strategies for finding, researching and approaching libraries

4-The First Five Years – A Wild Ride! (20 minutes) Dave Walton

5-The 5 year Plan is a Map not a GPS (20 minutes) John Mazzei www.johnmazzei.com

6- Royalty show and tell (5 minutes)

- See real life ASCAP and BMI royalty statements
- Effect of the 5 year plan on royalty amounts
- Different factors influencing the amount of royalties a placement generates

7 Ask your questions (time permitting)