

SYNC INTRODUCTION for INDEPENDENT ARTISTS

Written by Alyson Murray

Hi! As an independent artist myself I know how confusing and impossible it feels to break into the music sync world, it's super competitive BUT there are more opportunities now than ever!

I have attended sync conferences including **MONDO** and online table talks with Music Supervisors including **Dave Jordan** (Music Sup for Marvel), and **Chris Lakey** SVP of Global Creative Sync at Kobalt - to name a few. Most recently I completed my Music Supervision Certificate at Berklee, which opened a world of insight, so I'd like to pass some of this knowledge down.

As Jay Z says "We measure success by how many people successful next to you"

So let's go!

MASTER YOUR INSTRUMENTALS !!

If you want your track placed on the next episode of Euphoria, the Music Supervisor will need as many versions of the track as you can!

At a minimum, you need a track with and without vocals if you can provide stems to take out drums, horns etc. that is a bonus. I will list music libraries below but check www.extrememusic.com (you don't have to register to look at the library) to get a sense of how people list their songs and allow for personalised arrangements.

Have all the rights to your music listed and easily accessible, percentage cuts, and phone/email contacts for everyone that is listed as a writer/composer/publisher.

RESOURCES!

For any big placement opportunities, most companies are going direct to Labels and Music Libraries like Extreme, APM, Universal etc. But a good Music Supervisor wants to find something new and untouched, this is where these platforms below might be more effective.

www.mypart.net | @mypartofficial

- Monthly fee - varies depending on uploads
- You'll be notified if someone listens to your track
- YOU negotiate terms if someone is interested

www.wearemdiio.com | @wearemdiio

- FREE Upload
- They notify you when there are pitching opportunities to submit for
- Mdiio take a cut from a successful placement

**Owned by Justin Gray (@iamjustingray) producer for artists such as Avril Lavigne, Mariah Carey, and John Legend. (I have a direct contact if anyone is interested)

syncldodge.com

- Resource for Production Companies and Music Supervisors
- Free to use
- 2% cut from successful placements (significantly lower than other platforms I've looked into)

www.disco.ac | @disco.ac

- Paid platform (free 30-day trial) starts at \$10 a month
- Professional platform to help organise and share music
- Used by thousands of companies and supervisors

www.crucialmusic.com

- Free to sign up BUT they have a lot of terms in place, worth reading before sending in music
- Used by ABC, Amazon, Apple TV, CBS, Chrysler and Cinemax to name a few

www.filmantvmusiclibrary.com

- Submit for free for consideration ONLY
- Industry standard 50/50 split (you can defiantly get a better deal elsewhere) BUT they have an extensive network, so maybe worth it?

Listed Below are Music Libraries that are less accessible to independent pitches but good to know about.

www.audionetwork.com

www.apmmusic.com

www.warnerchappellpm.com

www.5alarmmusic.com

www.thebuzzmusiclibrary.com

www.opus1musiclibrary.com

www.dl-music.com

www.eliasmusic.com

www.guildofmusicsupervisors.com

You can join the guild as a “Friend”, this is for musicians who are interested in networking with potential supervisors and getting updates on events and conferences etc.

*It’s a good place to start even just to get some names to follow on socials etc.

Independent Artists Side Note:

www.soundexchange.com

- If you’ve previously released music Sound Exchange might be holding onto uncollected royalties, register so you know if you’ve got money sitting there!!
- They collect master performance royalties from platforms like Pandora

I hope this is helpful!

If you have any questions, want help uploading or want to send me your music for direct pitching I am happy to help. I know Music Supervisors in TV, Film and Advertising and if something is a good fit I’m happy to send it over.

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