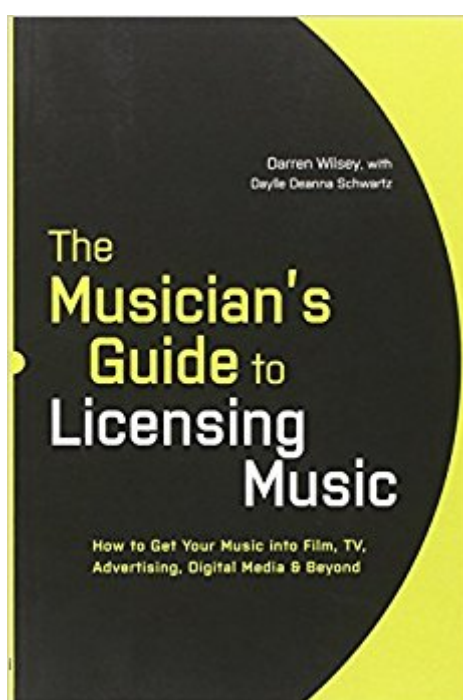


The book was found

The Musician's Guide To Licensing Music: How To Get Your Music Into Film, TV, Advertising, Digital Media & Beyond



Synopsis

Plug your music career into the lucrative new income streams of the digital marketplace. Record deals are so twentieth century. Today, music licensing is the fastest route to widespread exposure and a steady income. Creators of films, television shows, commercials, video games, ringtones, podcasts and other digital-age media hunger for music perfectly suited to their projects, providing endless, lucrative opportunities for savvy musicians. Whether you're an unknown composer, an up-and-coming songwriter, an independent-label performer, or a big label star, there's a place for you in this fast-growing field as long as you learn to master the game. How does music licensing work? Where are the most abundant and rewarding opportunities? Find the answers in this authoritative, up-to-the-moment overview of one of the most effective ways to market your talent. It's all here:

- The key players in the music licensing business and the best ways to make contacts and bring your music to their attention
- Types of licensing agreements and how to understand them
- An inside look at the licensing selection process and how to get a jump on music requests
- Negotiating payment and protecting your music in the open marketplace, including international venues
- Getting music licensed for television shows, films, commercials, digital media, and less obvious markets like colleges and universities, theater companies, corporate training videos, and restaurants
- Firsthand advice from top music executives, marketers, music supervisors, lawyers, talent managers, and filmmakers

Book Information

Paperback: 306 pages

Publisher: Billboard Books; 1 edition (February 16, 2010)

Language: English

ISBN-10: 0823014878

ISBN-13: 978-0823014873

Product Dimensions: 6 x 0.6 x 8.9 inches

Shipping Weight: 12.8 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars 29 customer reviews

Best Sellers Rank: #223,643 in Books (See Top 100 in Books) #77 in Books > Business & Money > Industries > Sports & Entertainment > Entertainment #111 in Books > Arts & Photography > Music > Business #219 in Books > Business & Money > Industries > Media & Communications

Customer Reviews

Darren Wilsey is an award-winning composer, songwriter, music producer and music supervisor,

who has written, produced and mixed music for an illustrious list of movie soundtracks, advertisements and television, including Sex & the City and The Hills. His co-author, Daylle Deanna Schwartz, is a respected music industry insider, author and educator, who ran her own record label for five years.

Just received this publication. Read about the first 3 chapters and I must say that as a person new to the business of music licensing, I am glad that I purchased the book. There is so much to really know about this aspect of the music business that many musicians take for granted or don't even know, I being one of them. This is a good reference to have on licensing, gives great insight, clearly written, and a good tool to plan your business and project plan for your future goals in the world of music licensing. The purchase was well worth it. Julio L. Matta

I use this in my international licensing class and it is a great resource for us. Has very clear explanations and discusses many copyright issues and how to properly licensing your own music. I would recommend for the musician who has some experience with copyright - not for the newbie.

Bought this when I took Darren's class. I still use it as a reference for licensing. There's a lot of useful information.

Brilliant book, thats all i have to say

A must-have reference and info guide for musicians who are trying to make a living in the music arena. Well research, well organized and well-written book for pros who need to know how to go about licensing their wares.

This book answered a few questions I had, but could never get anyone to tell me. I would recommend this book to anyone who is serious about their music. It is find of like having a friend in the music business who gives you inside information.

Very informative!

Its set up to give you information at the level your on in the music business. Its in terms that are easy to understand.

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