



February 13, 2018

VIDEO GAMES - Level Up Your Synchronization Income

NEWSLETTER

An Entertainment Industry Organization

The President's Corner

PAY IT FORWARD

I come across many bright individuals who always ask: "How can I get into the entertainment industry?" Unfortunately, many of these bright individuals do not have an idea of what area of the entertainment business they want to enter into and/or do not have access to executives in the entertainment industry to help them. I'm sure many of us were in the same position when we embarked on our career path to "make it" in the entertainment industry. However, along the way, I'm sure many of us were the beneficiaries of people who recognized our potential and assisted us to reach our professional destination.

One of the initiatives of my presidency has been to pay it forward and establish a mentorship and ambassador program for students from educational institutions. I am glad to report that my fellow board member, Tanya Perara, and I have made great strides with this initiative. Tanya and I have established relationships with CSUN, Loyola Law School, USC Law School, and Southwestern Law School to establish a mentorship and ambassador program with each institution.

The main reason for establishing a mentorship and ambassador program was to: (a) help students make intelligent and informed choices about careers in the entertainment industry; (b) provide networking opportunities and gain visibility within the entertainment industry; and (c) improve students' chances for employment in the entertainment industry after graduation.

In the coming months, I will make announcements regarding the development of the CCC's mentorship program, but, suffice it to say such mentorship can be in-person, over email, and/or by telephone, based on needs and schedules.

With regards to the CCC's ambassador program, the CCC will pick one student from an educational institution who can communicate the benefits of CCC membership; promote CCC events; increase student engagement in the CCC; and recruit new members at on campus events, as well as CCC events. Consequently, the ambassador program allows a student ambassador the opportunity to establish a leadership role within the CCC and gain visibility, while developing a strong professional network within the CCC and its members.

If you have any suggestions regarding the CCC's mentorship and ambassador program or would like to participate as a mentor, please contact me at jlondonolaw@gmail.com. And, thanks for paying it forward.

J. Charley Londoño, Esq.

President, California Copyright Conference

VIDEO GAME REQUEST TO USE YOUR SONG

By Jeff Brabec and Todd Brabec

If you're a songwriter or writer/artist, it is essential that you know the type of email that you will receive from a music supervisor or licensing clearance person from a video game that is considering using your song. These issues also apply to master recording owners if a pre-existing master recording is being licensed.

The request will include:

Identity of production company:

- Identity of production company
- Identity of the video game
- Synopsis of the video game
- Identity of composition
- Use of the composition in the scene or scenes (visual vocal, background vocal, instrumental, theme, etc.)
- Duration of the use (up to full usage, multiple uses, etc.)
- Territory (world or universe)
- Term (life of copyright, 7 years, 10 years, etc.)
- Effective date of term (many times with a tentative date)
- Rights requested (all gaming platforms, operating systems, devices or methods of distribution with options to edit, cut, loop or otherwise excerpt portions of the composition as required for gameplay features, downloadable content, etc.)
- One-time fee (\$500, \$5,000, \$12,000, \$25,000, etc.)
- Royalty based games (music and dance centric games) 1¢, 2¢, 3¢, etc. per unit
- Advance where applicable (on 500,000 units, 1,000,000 units, etc.)

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Todd and Jeff are the authors of the book Music Money And Success (7th Edition)

About the Panelists:

Randy Gerston

Randy Gerston is a founder/agent at Fortress Talent Management Inc., a Los Angeles-based talent agency specializing in the representation of film, television, and video game composers, music supervisors, and music editors—a worldwide leader representing both Oscar and Emmy nominees and winners including Howard Shore, Gustavo Santaolalla, Mychael Danna, Nicholas Britell, Jeff Russo, and Mac Quayle.

Gerston began his journey in music joining his first rock band and continuing his progressive-rockstar dreams throughout the 'seventies. The 'eighties led to an introduction to the business side of music with the landing of his first record business gig—an opportunity at the legendary record retail chain Licorice Pizza, where in six years' time Gerston rose from warehouseman to Vice-President Marketing. It was during this time that he had significant interaction with the world's record labels and their executives, and he took full advantage of nurturing relationships which would later prove to be invaluable.

He then focused his pursuits on more musically creative positions with the landing of his first record company position as Director of A&R/West Coast for Arista Records, reporting directly to Clive Davis. After a mutual acquaintance introduced him to James Cameron, Cameron offered Gerston the opportunity to join his Lightstorm Entertainment as VP/ Music, running their record and publishing companies, and to begin music supervising his upcoming slate of projects including *Titanic*.

Gerston then accepted the position as Head of Music for Rysher Entertainment, while also pursuing independent music supervision assignments. After the demise of Rysher, Gerston partnered with Norm Waitt Jr's Gold Circle Entertainment, establishing a film-score oriented record label, which saw the release of over 30 titles including the successful *Blair Witch Project* soundtrack album.

Before the founding of Fortress in 2015, Gerston was a talent agent at First Artists Management where he guided the careers of successful composers for 11 years culminating in the Oscar win for his client Atticus Ross for the groundbreaking film *The Social Network*, co-composed with Trent Reznor.

Garry Schyman

BAFTA-winning composer **Garry Schyman** is one of the world's most celebrated voices in video game music, as evidenced by his award-winning scores to the *BioShock* game series, as well as dozens of hit games, films, and television productions. Schyman has notably given the universe of *BioShock* (including *BioShock 2* and *BioShock Infinite*) its musical identity, scoring the hugely successful game series with a blend of haunting beauty and terrifying unease. He paid playful homage to '50s sci-fi with his score for the 2005 game *Destroy All Humans!* (followed by two sequels), accelerated the heartbeat in action games like *Resistance: Retribution* and *Dante's Inferno*, and gave a nod to the hypnotic style of Bernard Herrmann in the mystery game *Voyeur*. Recently he entered the fantasy world of Tolkien for the adventure game *Middle-earth: Shadow of Mordor*. Schyman's film and television credits span every genre, including classic series like *The A-Team* and *Magnum, P.I.*, stormy action (*Tornado!*), thrillers (*Horseplayer*), and family horror (*Spooky House*).

Schyman studied composition at the University of Southern California, and learned the ropes of media scoring working with veteran television composer, Mike Post. "The most valuable thing a creative person has is their intuition," he says. "Taking all of your knowledge, your insights and your understanding of music, culture and society, and then really distilling it into a musical idea. It takes place on an inner level of the thinking process that I'm not sure I can even describe but I think we all understand it—that inner voice that is telling us what feels right."

Julia Betley

After graduating USC with a Bachelor's degree in Music Industry, **Julia Betley** began her career with the Film and TV music department at Interscope Records. In 2008, she joined the creative team at Bug Music where she started pitching songs for placement in visual media, concentrating in video games. After Bug, Julia moved on to RCA Records where she is Vice President of Licensing and Soundtracks, pitching and negotiating on behalf RCA frontline artists for placements across all visual media.

Katie Byam

Since 2009, **Katie (Sippel) Byam** has served on the music team at Activision Blizzard, the world's largest video game publisher. As Music Supervisor, Katie is responsible for sourcing, clearing and licensing music for all videogames published by Activision, including *Guitar Hero*, *Call of Duty*, *Skylanders*, *Destiny* and several others. She works with licensing existing music, sourcing original pieces, pitching and licensing music for game trailers and marketing campaigns, as well as hiring and supervising game composers. Additionally, Katie oversees Activision's internal Activisionaries series, where she books up-and-coming bands and artists to play at Activision's Santa Monica headquarters as a part of an enriching creative showcase. She has booked bands such as Walk the Moon, The Madden Brothers, Holychild, Yuna, Mondo Cozmo, Jacob Banks and several others. Prior to Activision, Katie spent three years at 3 Artist Management (3am), doing day-to-day management for artists such as Paul Oakenfold, The Crystal Method and Henry Rollins. Katie is also an avid singer-songwriter and performs under the artist name RYN in shows across Los Angeles.

Chance Thomas

Chance Thomas is an American composer, author, and entrepreneur, best known for scoring blockbuster video games like *DOTA 2*, *James Cameron's Avatar* and *The Lord of the Rings Online*. He also scored Columbia Pictures' Oscar-winning film, *The ChubbChubbs*, and received an Emmy nomination for the TV movie, *Lost Treasure Hunt*. His music can be heard on hit shows like *Pawn Stars*, *The Bachelorette* and *America's Most Wanted*. Chance is the author of a popular university textbook, *Composing Music for Games: The Art, Technology and Business of Video Game Scoring*. As an entrepreneur, Chance founded HUGEsound in 1998 and sold it in 2016 to a large entertainment conglomerate. He now serves as VP of Music and Creative Development for the new HUGEsound Post Production.

About the Moderators:

Mara Schwartz Kuge

Mara Schwartz Kuge is President and Founder of Superior Music Corporation, a full-service music publishing and synch consulting company. Superior provides international collection, administration, synch pitching and licensing, creative and other services with an emphasis on artist relations. Kuge has 14 years of experience in music publishing, including heading the Film and TV Music departments at Bug Music (now BMG) and 10th Street

Entertainment. She has placed hundreds of songs in various media and has signed major artists to publishing deals including Siobhan Fahey (Bananarama), the National, Grizzly Bear, M. Ward, of Montreal, Sleater-Kinney, Ursula 1000 and Mocean Worker. She is also a current board member of the California Copyright Conference.

David Quan

David Quan is a 25-year veteran of the music industry. Currently, he is the Vice President of Business Affairs at Angry Mob Music where his duties include business affairs, licensing, business development, and administration. He has extensive experience in all facets of music publishing having worked for music companies and film/TV studios such as Universal Music, BMG, PeerMusic, Warner/Chappell, Leiber & Stoller, Music & Media, Sony Pictures, and NBCUniversal. He holds a Bachelors of Science Degree in Marketing from California State University at Los Angeles, and a Masters Degree in Business Administration with an emphasis in Corporate Finance from the University of Southern California. Quan is the Vice President of the California Copyright Conference.

For 50 years, First Entertainment has served as the premier financial institution for the entertainment community.

**FIRST ENTERTAINMENT CREDIT UNION proud sponsor of :
VIDEO GAME\$ – Level Up Your \$ynchronization Income**



SAVE THE DATE:

Tuesday, March 13th, 2018

“What’s In Your Wallet....Show Me The Money”

Join us at the Sportsmen’s Lodge Event Center 12833 Ventura Blvd., Studio City, CA 91604

6:15 PM Check-In | 6:30 PM Cocktails 7:00 PM Dinner

Please visit our website, theccc.org, for more information soon!

