
Overview

This unit is about music use with audio visual images – that is, the compositions (and lyrics) not the sound recordings. Permission to use the sound recording would come from a record company or other owner of the sound recording copyright. The right to include musical works by published composers/writers in the audiovisual media sectors is granted by the music publisher that is, the owner of the copyright in the composition(s). This synchronisation licensing work includes maintaining and utilising a network within the media industry through the co-ordination, administration and review of promotional and licensing activity.

See also CCS13 Present a positive image of yourself and your organisation through effective communication, MP29 Support the licensing and collection of income from your organisations catalogue on a worldwide basis and MP31 Communicate effectively within a music publishing organisation

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Performance criteria

You must be able to:

- P1 maintain good professional relationships with appropriate people in sectors concerned with the making of films, TV programmes, advertisements, games and other media using music
- P2 negotiate to secure synchronised usage or performance of pieces of music
- P3 keep all creative directors, producers, directors, music search companies, recording companies, programme makers and broadcasters up to date with catalogue information
- P4 keep mailing lists updated with all contacts, mainstream and specialist
- P5 work with recording artists or agencies to set up synchronisation opportunities
- P6 accompany composers or writers to recording sessions or rehearsals
- P7 set up recordings as appropriate
- P8 work with colleagues to ensure appropriate performing materials are available
- P9 work with colleagues to ensure appropriate licenses are negotiated and signed
- P10 obtain appropriate information about works to be used
- P11 obtain appropriate information about exact authorised usage
- P12 obtain appropriate information about licensees
- P13 prepare reports/updates on usage
- P14 feed back information internally both orally and in reports
- P15 keep abreast of all programmes, releases, games and developments in new media technologies in order to gain accurate and up to date information

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Knowledge and understanding

You need to know and understand:

- K1 music, the music industry and the composers/writers you represent
- K2 the media sector, including film, broadcast, advertising, mobile phones, and games, new and developing technologies
- K3 licensing values, contracts and contractual controls
- K4 media, usage, term and territorial contractual considerations
- K5 the importance of sharing important licensing and contractual information with appropriate colleagues to ensure the organisation's records are complete
- K6 how to 'present' in meetings with people of all levels
- K7 how to communicate, negotiate effectively and manage good relationships
- K8 digital and consumer trends

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