



## The production process – Music Production

Music is a vital and often indispensable component of a television programme. Music creates mood and tempo, and carries the story forward.

For most of our productions we use either specially composed and recorded music or music from archives that supply to the production industry, at prices that may be calculated in advance of use.

There can be many costs involved with recording and using music for a media production.

When using existing recordings, it is usually necessary to secure permission for such use, and to pay usage royalty to the copyright holder - which can be the composer, producer (record company) or publisher - or a combination of these. This royalty covers using the music to make the production - there are usually additional charges for broadcasting, screening or otherwise exhibiting the production.

Such additional costs - which are usually calculated on the number and type of showings and are often paid periodically - are normally paid to the performing rights societies that represent the composer, artists, producer and publisher involved. In Denmark the composers are represented by KODA and the producers by GRAMEX.

The number and size of such costs will depend on the individual music work and recording involved, and is therefore not something for which any production company can give a general price.

When the music is composed and recorded specifically for the production, a straight fee to the composer, arranger and performing artists sometimes replaces the usage royalty.

In most cases, such music will also be subject to performing rights charges in relation to the broadcast, screening and exhibition of the production - in Denmark usually through KODA/GRAMEX and through the appropriate performing rights organisation in other countries.

For some productions, particularly those for which the composer, arranger and musician is the same person, it may be possible to negotiate a flat fee for the work, which will include a payment in lieu of fees for future exhibition rights. Such arrangements are subject to negotiation with the individual composer or artist.

Where music that is recorded for a production is based on existing composition or arrangement, there will be fees and/or royalties to the composer and arranger - and probably the publisher. The general rule for music copyright is that copyright on the composition - or arrangement - persists until 50 years after the death of the composer - or arranger.

Where a commercial company, such as a publisher - owns the copyright to the composition or the arrangement the music may be subject to copyright for an even longer period.

Few production budgets can accommodate the cost of using existing popular recordings - particularly those of international artists. Furthermore, the cost of clearing such rights may be excessive, as clearance can take many weeks or months to arrange.

For some productions - especially shorter commercial spots or title sequences, we often use archive music from suppliers that specialise in such music. Often such music is available without residual rights charges for exhibition.

Productions for Danish broadcast channels are not usually subject to individual exhibition charges for music, as these organisations have entered into special agreements with the relevant performing rights societies. Some channels - such as TV2/Denmark, recommend programme contractors to use music from a list of archive suppliers, with which the channel has an annual agreement.

For non-broadcast productions - especially those of a longer duration with specific requirements for the timing of each music sequence, specially composed music is usually the best solution - it is also often the fastest and most economical approach.

Channel 6 Television co-operates with several Danish composers - the music may be produced in our own studios - or in the musician's own studio.

How and when the music is produced will depend on the requirements of the production. Sometimes we record the music early, and edit the video and remaining soundtrack to the music, whilst for some productions the music is composed and added once the editing is completed - the composer working to the pictures. The choice is a question of preference and is also dependent on the time and budget available.