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The Brief

We're back again and on the lookout for woman-identifying producers/composers who can create the next smash hit to be released on the latest edition of the 100% Her series; an all-female composed, produced, mixed and mastered album.

ALBUM: **100% HER** GENRE: **Contemporary Popular Songs**

The Creative

1. We're on the lookout for producers/composers that can create diverse contemporary songs written for Film, TV, Games, Online & Radio. Whether it's soulful R&B, Pop bangers, Afroswing, Hip Hop or a genre-blending gem, we'd love to hear from you.
2. Tracks must be between 2-4 minutes.

Tone

Sometimes our clients look for moods rather than genres to fit with their productions. The mood of a track when synced to picture can make a huge impact on the tone a video.

Tonally this album will be positive, upbeat and energetic. It will feel bold and confident, championing female empowerment. It is a contemporary album so tracks should feel current, fresh and produced to the highest quality.

Sync Direction

We are targeting this album at fashion, advertising & sports brands alongside reality and entertainment TV. Aimed at short form media, tracks need to be dynamic and develop with builds, pauses, breaks and punctuation.

Disclaimer: Tracks must not contain any 3rd party samples (including vocal) that have not been pre-cleared.

Spotify Examples

If you think you can produce tracks like this and beyond, and would like the chance to have your music placed in adverts and videos worldwide, submit up to 3 tracks [here](#) - by **Nov 23rd 2020**.

If this brief isn't for you, don't worry, you can also submit your tracks to our team of producers at submissions@umusic.com



UNIVERSAL PRODUCTION MUSIC



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What is production music?

Music specifically created for Film, TV, Games, Apps, Online and Radio. It's pre-cleared, available worldwide and delivered straight to broadcast and production companies.

How do we work with new artists and composer?

When we work with an artist, we collaborate with them to create music that's targeted towards sync, guiding them on arrangement and lyric content to maximize potential usages.

- The Executive Producer/A&R works together with the artist through the recording, x, and mastering process.
- We're always searching for new talent across all styles and genres.

How do we work with new artists and composers?

- We sign deals on a track by track / album basis.
- The composer/song-writer keeps their 50% performance royalty paid direct from their PRO (PRS) and we pay them 25% of mechanical, sync and other income earned on the track.
- We pay for recording and production as a non-recoupable cost.
- We offer a small upfront non-recoupable payment for tracks we release.
- We own 100% of the master and publishing copyright for lifetime of copyright.

What is the distribution process?

- We release our tracks globally on our global website. We have teams around the world marketing and promoting our music.
- We also release and distribute across multiple online streaming platforms such as: Spotify, AppleMusic, YouTube, TIDAL, Deezer, Amazon, and Google Music.

How does production music generate income?

- Through the Mechanical and Sync licenses when one of our tracks get synced.
- Through the Performance payments made when a broadcaster, online or streaming platform plays one or our tracks.

How do our artists/composers earn income?

- As soon as income is made on tracks in our catalogue, we pay quarterly to the composer their share of Mechanical and Sync royalties.
- The collection agency the composer has chosen e.g. PRS pays the performance royalties directly to the composer.

For more information visit:

UNIVERSALPRODUCTIONMUSIC.COM