



UNIVERSAL PRODUCTION MUSIC



#SHEAIDSO

The Brief

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MUSIC**

We're on the lookout for female-identifying producers/composers who can create original Electronica, Future R&B and Future Bass tracks, whether it's a vocal song or an instrumental track to be released on our upcoming album 100% Her; an all-female composed, produced, mixed and mastered album.

ALBUM: 100% HER **GENRE:** Electronica | Future R&B | Future Bass

The Creative

- We're on the lookout for producers/composers that can create Electronic music written for Film, TV, Games, Online & Radio. Whether it's ambient, down tempo electronica or energy building future bass, we'd love to hear from you. Track must be between 2-4 minutes.
- Sometimes our clients look for moods rather than genres to fit with their productions such as: Bold, Lively & Attitude or Dreamy, Mellow & Lush.
Disclaimer: Tracks must not contain any 3rd party samples that have not been pre-cleared.
- Send up to 3 tracks, for submission to she@umusic.com with a Soundcloud link by 31st October 2019

Sync Direction

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

Fashion

This [Harpers Bazaar](#) advert required a piece of music that represents its brand identity: seductive, soulful and sensual. The ad uses the track in full, editing the pictures to the music. Each break and build influenced the creative behind the edit.

Technology

This [SpaceX](#) advert uses music to set up a futuristic atmosphere: slick, modern and high end. The track builds to create a sense of anticipation as the visuals gradually unveil.

Trailer

This [Life Is Strange 2](#) Game trailer multiple cues, to reflect changing moods. At 53 seconds, we hear a vocal downtempo electronica track - this is placed to convey emotion and drama as the story develops, building in intensity to a climatic ending.

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 your tracks now to she@umusic.com

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



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FAQs

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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 composers?

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

What does the deal look like?

- 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, Apple Music, 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