

What you need to know about using music and sound effects in your productions.

What is Production Music?

Production Music is music that has been written especially for use in audio and audio visual productions, like radio and television broadcasts, commercials and jingles, motion picture and video scores and soundtracks, corporate & training presentations, Web sites, computer games, software applications and multimedia.

It is generally placed in the background, behind the dialog or voiceover - it can set the mood, provide a suitable backdrop for a message, promote the product, activity or event being featured, identify the location of the scene or highlight the plot's action.

Production Music is designed and licensed for synchronization applications in productions - it can either be stock music produced for ready use, or it can be commissioned from a composer as specialty compositions for a particular production.

A Production Music CD typically contains 8 to 15 compositions, each one offered in several different versions or lengths: a full length version, an underscore or rhythm track version (for more subtle use under voiceovers), and a number of different broadcast lengths (60 seconds, 30 seconds and 5 to 15 second stingers). The broadcast lengths are produced to eliminate the need for the user to create his/her own edits for specific kinds of production applications (like commercial spots).

Production Music can also be offered as a royalty free or buyout music product.

If the Production Music is used in a broadcast or public performance production, its composers and publishers are also entitled to receive performing royalties from performing rights societies like ASCAP, BMI, SOCAN, PRS, and APRA.

What is Synchronization?

Synchronization is the term that describes the way in which Sound Ideas (or another sound effects vendor) sound effects or another sound effects provider can be utilized in productions that you create. A sound can be synchronized with a visual presentation (the sound of a creaky door timed perfectly to be heard when a door opens), or with other audio material such as a voice over - as in the case of a radio commercial. A sound can be synchronized for use in many media: television, radio, film, multimedia and audio-visual presentations, Web sites, computer games and music. Sound Ideas' royalty free products are sold

with their synchronization rights as described in the [Sound Ideas End User License Agreement](#). Hanna-Barbera and Turner royalty free products are sold with their synchronization rights as described in the [Hanna-Barbera & Turner Sound Effects End User License Agreement](#).

The rights to re-sell, re-publish or otherwise distribute Sound Ideas' (or another sound effects vendor) sound effects and music are not obtained with your acquisition of synchronization rights to our products. When you use our sound effects and music, they must be synchronized within a multimedia presentation, film, Web site, game, audio-visual production or broadcast.

What are Synchronization Rights?

With a synchronization license, you gain permission to reproduce a musical composition within an audio-visual media form (like films, TV programs, commercial announcements, music videos, multimedia or other visual presentations). The music is generally synchronized and/or recorded in timed relation with the visual images, graphic design or voiceover.

What are Performing Rights?

The composer and publisher of a piece of music generally reserve the right to receive compensation any time their music is performed in public, hence the term Performing Rights. Around the world, performance rights societies (like ASCAP and BMI in the United States or SOCAN in Canada), collect public performance revenue from radio and TV stations and networks, movie theatres, and other sources. This public performance revenue is divided among the composers and publishers based on "reported use", which is usually submitted via a Cue Sheet.

Can I use sound effects in my school work?

Yes. Most licensing agreements allow you to use sound effects within your school work provided the sound is synchronised (the sound and a visual action are synchronised e.g. a door closing and a creaking sound).

Can I use the sound effects and production music I used in school after I graduate?

The project productions that you create as a student are licensed in perpetuity as long as they are not changed or edited in any way after you graduate and as long as the music and sound effects remain synchronized within the production. You can show these projects (i.e.: as part of a portfolio) but you cannot commercially exploit your projects in any way. If you wish to sell, license or otherwise exploit your projects or if you need to edit them then you are required to contact the content provider (i.e. Sound Ideas) for a license. Further, if your projects are broadcast on television, cable, radio or by any terrestrial or non-terrestrial provider cue sheets must be provided to the music publisher(s) and the appropriate performing rights society.

Can I alter the sound effects for use in my school projects?

Yes, you can alter sound effects for use in your school projects provided the sound is synchronised.

What if I want to use sound effects that are not synchronised?

You can contact the distributor e.g. Sound Ideas, Digital Juice, etc. and arrange a separate licensing agreement. Please contact the library if you need the contact information for any sound effects distributor.

Can I use a music CD in my video production?

If you are talking about a music CD that you would buy at a retailer like HMV or London Drugs the answer is no. The recording from retail music CDs are licensed to the CD label e.g. Sony, BMG and the composition is controlled by a publisher. You must contact each label and publisher individually to obtain permission to use any music from a retail music CD in your video production, even if it is background music in your scene.

When and how should I submit a Cue Sheet to a Performing Rights society?

If you make use of Sound Ideas' music in your broadcast or public performance productions, you must file a Cue Sheet with your local Performing Rights society and with Sound Ideas, so that the composer(s) and publisher(s) of the music will receive appropriate performing rights revenue. A blank [Cue Sheet](#) is available for your convenience. Simply print the PDF file, complete the form and fax it to us at (905) 886-6800.

Performing rights societies like SOCAN, ASCAP, BMI and many others around the world, exist for the purpose of collecting public performance revenue from radio and TV stations and networks, movie theatres, and various other sources under international and national copyright protection laws. A portion of that pool of money is divided among the music composers and publishers who create and distribute the music you use in your productions. In order for the composers and publishers to receive this funding, the use of their music is reported by means of a "cue sheet" to the appropriate society. When you submit a cue sheet to Sound Ideas, we ensure that the report is submitted to the appropriate society for tabulation.

Important:

There are no additional fees associated with your submission of Cue Sheets.

When to Submit a Cue Sheet:

Here is a list of the types of productions that should have their music use reported on a Cue Sheet.

- Film use
- Theatrical use
- Broadcast & Cable Television use, such as:
 - Feature performances
 - Background performances
 - Theme performances
 - Logo performances
 - Infomercial performances
 - Promotional announcements and commercial jingle performances
 - Syndicated and locally originating programs
- Local Television per program licenses, such as:
 - Films and video productions
 - Syndicated programming
 - Locally originating program broadcasts
 - Incidental and ambient uses of music that have been broadcast

If you have additional information or specific questions about music usage and / or music use reporting, feel free to email us or contact your local Performing Rights Society:

SOUND IDEAS info@sound-ideas.com

ASCAP www.ascap.com

BMI www.bmi.com

SOCAN www.socan.ca