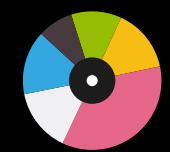


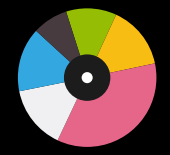
TRACKS & FIELDS

# TRACKS & FIELDS SUMMIT 2024

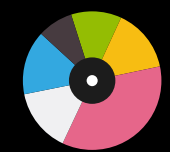
TRACKSANDFIELDS.COM



# PART 3 MUSIC PROJECTS (GENERAL)



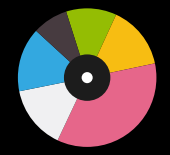
# HOW TO UNDERSTAND WHAT IS NEEDED FOR A PROJECT



TRACKS & FIELDS

# CREATIVE BRIEF

[TRACKSANDFIELDS.COM](https://TRACKSANDFIELDS.COM)



**WE NEED TO REALLY  
UNDERSTAND WHAT IS ASKED  
FOR, WHAT WORKS WITH THE  
FILM AND WHAT WE CAN OFFER  
ON TOP.**



**WE NEED TO 100% FULFILL THE  
CREATIVE EXPECTATIONS OF THE  
BRIEF.**

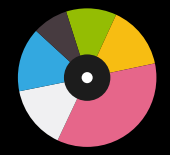
**NEVER 90%.**

**AND THEN....**



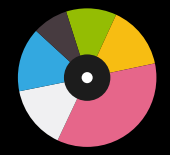
**OFTEN TIMES PITCHES ARE WON  
BY EXTRA IDEAS, DIFFERENT  
WAYS OF LOOKING AT THINGS,  
REALLY UNDERSTANDING HOW TO  
CREATE A MUSICAL IMPACT.**

**THIS IS WHAT WE ALL HAVE TO  
THINK OF. NO ONE WILL DO THAT  
FOR US.**



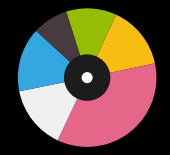
# BUSINESS BRIEF



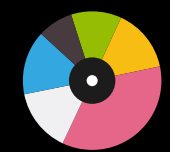


# TERMS & MONEY

USUALLY A GIVEN AND WE NEED  
TO HIT THE TARGET (AND  
INCLUDE THE THINGS THE  
CLIENTS FORGET)



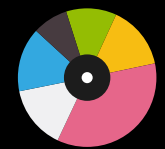
**AND IF ITS MISSION IMPOSSIBLE,  
WE NEED TO CREATE SOLUTIONS  
HOW TO OVERCOME THE GIVEN  
OBSTACLES**



TRACKS & FIELDS

# PROJECT STRATEGY

[TRACKSANDFIELDS.COM](https://TRACKSANDFIELDS.COM)

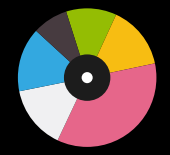


**SUCCESSFULLY MASTERING A  
PROJECT INVOLVES  
UNDERSTANDING WHAT IS  
NEEDED AND WHAT IS POSSIBLE  
FOR A PROJECT AND HOW WE  
CAN PUSH THE BOUNDARIES**

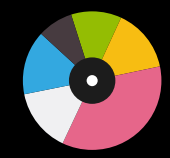


# OUR OPTIONS INCLUDE:

- LICENSING AN AFFORDABLE SONG
- PRODUCING A BESPOKE
- RECORDING A NEW COVER
- CHANGING THE TERMS FOR A CLEARANCE
- CLEARING FALLBACKS



**OFTEN WE ARE ASKED FOR ONE OF THE  
OPTIONS, BUT THE SOLUTION IS A  
DIFFERENT OPTION**



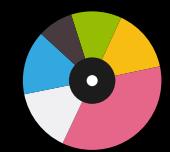
# PROCESS



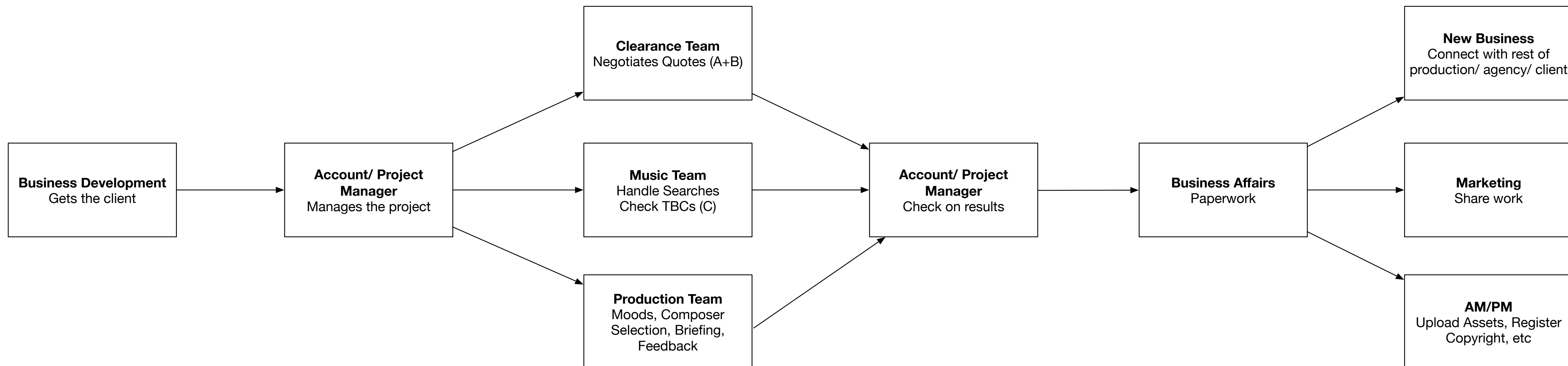
# 4 CURRENT PROJECT TYPES

- ▶ Synch A-Type: above 100k
- ▶ Synch B-Type: above 25k (or 10k, TBD)
- ▶ Synch C-Type: below 25k (or 10k, TBD)
- ▶ Production





# PROJECT FLOW





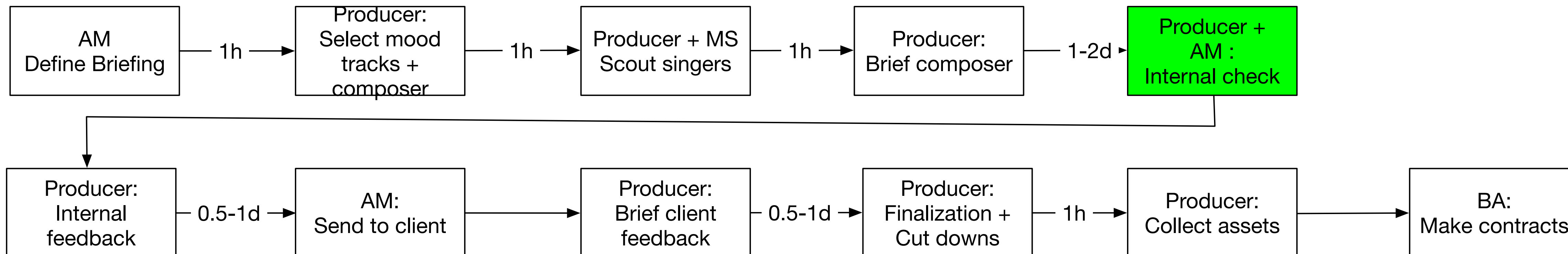
# PRODUCTION

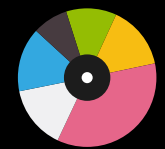
- ▶ Producer collects moods, selects & briefs composer
- ▶ Help by music team where needed, especially singer casting through member community/one2one



# PRODUCTION

Production Projects:





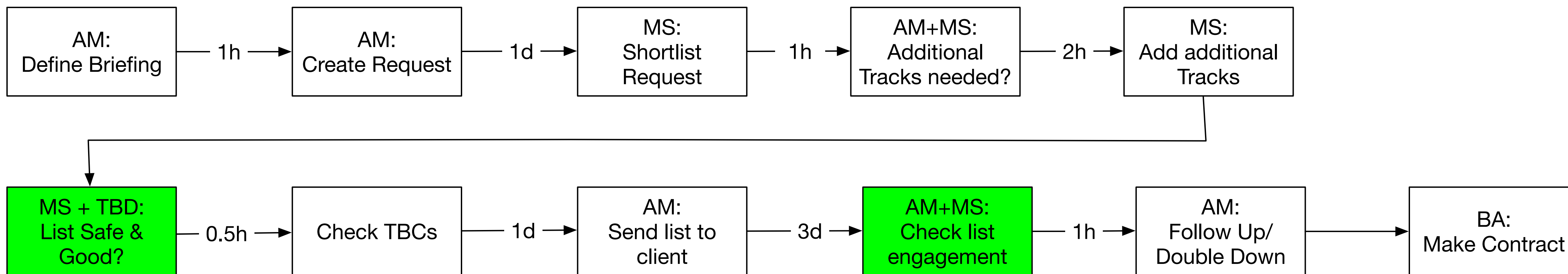
# SYNCH C-TYPE

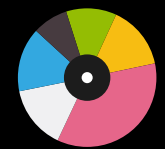
- ▶ Request first: we create a request for every search! They haven proven to be the most successful
- ▶ Music Team shortlists requests and in collaboration with PM makes judgement call if additional tracks are needed
- ▶ Music team checks list (member and admin submissions) for potential question marks and checks TBCs where needed



# SYNCH C-TYPE

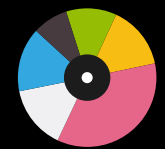
Type C Projects:





# SYNCH B-TYPE

- ▶ Playlist or Request and by default a custom mailout to labels/publishers unless there is a strong reason not to
- ▶ Music Team collects submissions and adds own ideas
- ▶ Music Team and Projekt/Account Management make final list (50/50 split is the ideal)



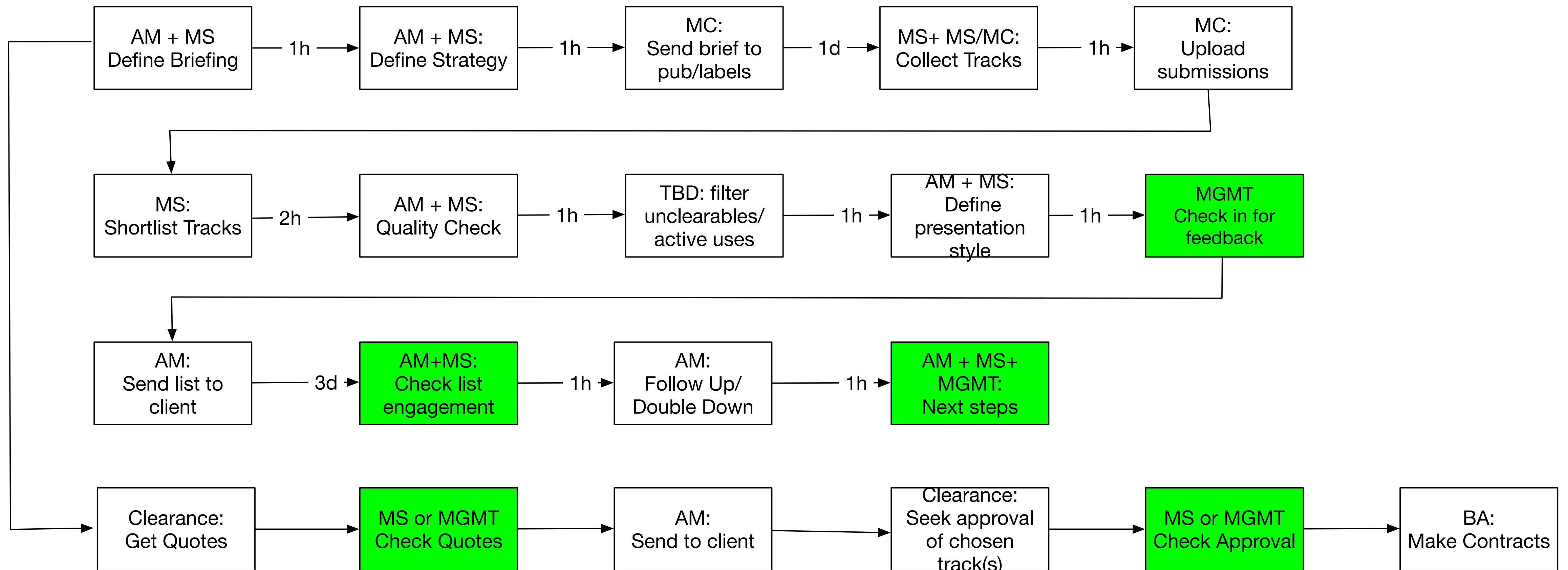
# SYNCH A-TYPE

- ▶ Playlist or Request and by default a custom mailout to labels/publishers unless there is a strong reason not to
- ▶ Music Team collects submissions and adds own ideas
- ▶ Music Team, Account/ Project Manager and/or Senior Music Supervisor/ Management make final list (50/50 split is the ideal, management submissions only where needed)

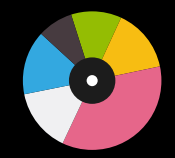


# SYNCH A+B-TYPE

Type A+B Projects:

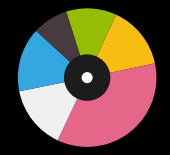






# PART 3-2

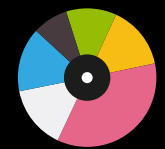
# MUSIC SEARCHES



TRACKS & FIELDS

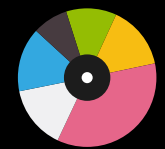
# PLATFORM BASICS

[TRACKSANDFIELDS.COM](https://TRACKSANDFIELDS.COM)



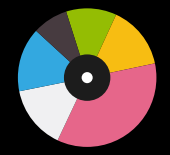
# SEARCH OPTIONS

- GENERAL BROWSING
- PREVIOUS PROJECTS
- „ADDED TO“
- SIMILARITY SEARCH
- PROMPT SEARCH



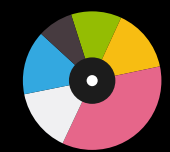
# MEMBER/CONTENT TYPES

- **FEATURED TRACKS**
- **ONE2ONE REP**
- **ELEVATED PARTNER**
- **\$, \$\$, \$\$\$, \$\$\$\$ FILTER**
- **RED UNDERLINE**
- **TBC MUSIC**

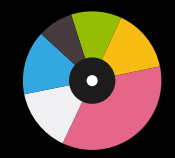


# TRACK NOTES

- TBC
- (!!!)
- DIFFICULT TO CLEAR TRACKS



# SEARCH TEAM TACTICS



# HOW DO YOU SEARCH?

## (GROUP DISCUSSION)