

# Sync for Visual Media Reference Guide

A reference guide on ways to  
sync music for visual media.

Prepared by

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 [LinkedIn](#)



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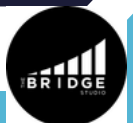
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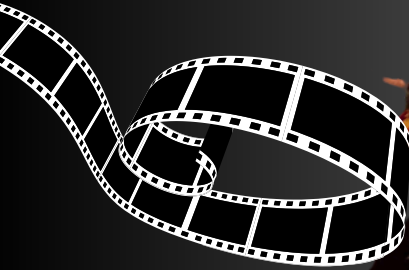
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# About Sync

Sync is short for synchronization, in the context of visual media, refers to the process of aligning audio and visual elements to ensure they match correctly. This can involve several aspects as listed below.



## Audio Sync with Video

Ensuring that the audio (such as dialogue, sound effects, and music) matches the corresponding visual actions on screen. For instance, when someone speaks, their lip movements should correspond precisely to the spoken words.

## Music Sync Licensing

Obtaining legal permission to use a piece of music in a visual media project (such as a film, TV show, advertisement, or video game). This involves negotiating rights with the music's copyright holders and ensuring that the music fits well with the visual content.

## Synchronization of Multiple Video Sources

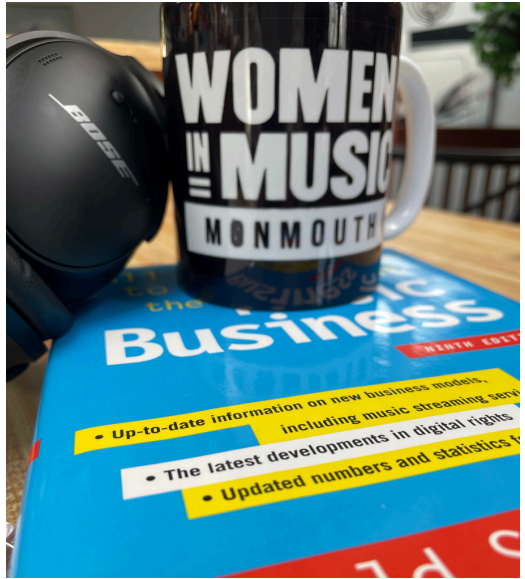
Aligning footage from multiple cameras or sources so that they play back in perfect timing with each other. This is crucial in multi-camera shoots or when combining different video feeds into a single coherent piece.

## Visual Effects Sync

Ensuring that any visual effects are timed correctly with the live-action footage. For example, an explosion effect should sync with the moment it visually occurs on screen.

**SYNCHRONIZATION IS CRITICAL FOR MAINTAINING THE OVERALL COHERENCE AND QUALITY OF THE VISUAL MEDIA, CREATING A SEAMLESS AND ENGAGING EXPERIENCE FOR THE AUDIENCE.**

Link to Music Industry  
Resources  
provided by Low Profile



## QUICK TIPS

### JOIN A GUILD OR CONFERENCE

Guild of Music Supervisors UK  
Guild of Music Supervisors CA  
Canada Guild of Music Supervisors  
The Society of Composers & Lyricist  
Sync Summit  
Sync Con  
Shades of Sync

### CONSULT A SYNC AGENT

- Sync agencies pitch music for placements
- A Sync Agent generally will charge a percentage of the sync fee as service payment. The typical rate for sync agents in the US is around 10% of an artist's sync revenue.
- Music in demand consists of genres most used such as original indie rock/pop, hip hop(void of samples), original scores etc.

01

### ASSUME OWNERSHIP

Own the rights to your music, masters and publishing aka "**One Stop**". By doing so, it can make the process of clearing for sync less time consuming.

02

### ORGANIZE METADATA

Be sure to have accurate contact information included in your metadata for all splits, your PRO, Publishers, current contact information and email addresses of all contributors to a song available. Consider DISCO.ac.

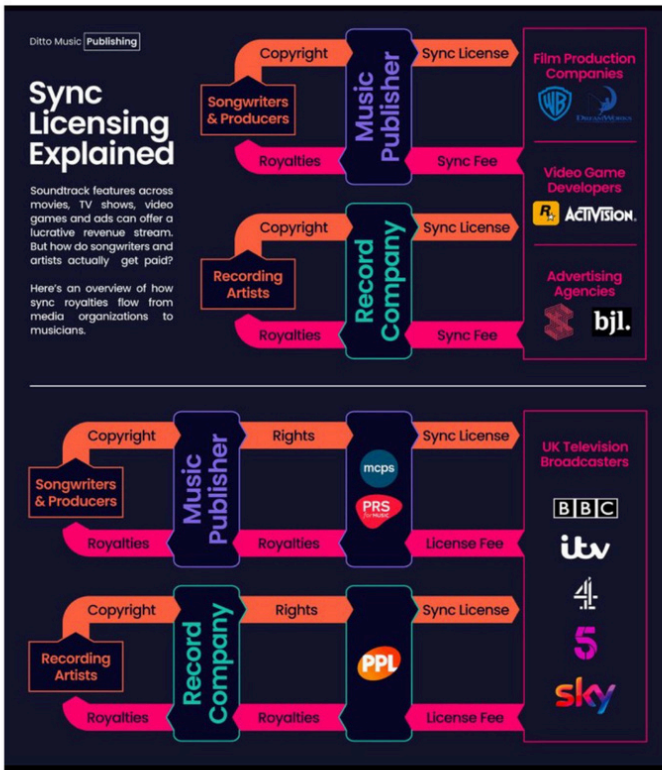
03

### CONSIDER MUSIC LIBRARIES

Music libraries will take part of your profit; sync agencies will not and will take a percentage of the sync placement. Every company is different, always plan to negotiate



For inquiries contact  
Rashida Scott Cruz



## WHAT YOU SHOULD KNOW

Actively managing a music catalog presents a unique blend of challenges and opportunities, when it comes to licensing music for TV commercials and movies. The process is not just about having a collection of great tracks; it's about understanding the complexity of rights involved and how those can create revenue streams and brand value.

Licensing begins with a crucial distinction between publishing rights and master rights. Publishing rights belong to the songwriter or composer, while master rights are held by the entity that recorded the song, typically a record label. To license a song for visual media, both sets of rights need to be cleared. This can sometimes mean needing clearance from multiple publishers because multiple songwriters can have an interest in a song and all of them might not be administered by the same publisher.

Navigating these waters requires a keen understanding of the music industry's legal landscape and a strategic approach to negotiations. Negotiating fees for a sync license, which allows music to be synchronized with visual media, adds another layer of complexity. Fees are not one-size-fits-all; they vary based on several factors, including the duration of the song's usage, the nature of the visual content it accompanies, and the platform on which it will be aired. A 30-second clip in a worldwide TV commercial commands a different price from a full song in an indie film's closing credits.

Moreover, the negotiation doesn't just stop at the fee. It extends to how the song is used, potentially affecting its perception and value. A song featured prominently in a blockbuster movie trailer can gain immense exposure and popularity, translating into a significant uptick in streaming numbers and downloads. This visibility can rejuvenate interest in older tracks or catapult emerging artists into the spotlight, demonstrating the power of strategic music licensing.

Understanding these nuances is paramount to leveraging a catalog's assets to maximize revenue while respecting the creative and legal rights involved.

**Credits: Ditto Music Publishing**



# BE PROACTIVE

## Start By Developing a High-Quality Music Catalog

**Professional Quality Production:** Ensure all tracks are professionally recorded, mixed, and mastered. Utilize split sheets with percentages by contributors.

**Versatile Catalog:** Create a diverse range of tracks covering various genres, moods, and themes. Include instrumental versions and stems.

## Create a Professional Portfolio

**High-Quality Recordings:** Ensure your tracks are professionally recorded, mixed, and mastered.

**Metadata:** Properly tag your music with relevant metadata (title, artist, genre, mood, instrumentation, etc.) to make it easily searchable.

**Sync-Relevant Tracks:** Focus on creating instrumental versions, stems, and cues that fit common themes and moods used in visual media.

## Join a Performing Rights Organization (PRO)

ASCAP, BMI, SESAC (U.S.), PRS (U.K.), etc.: These organizations help music creators collect royalties for the use of their music in various media. Being a member can increase visibility to music supervisors and other industry professionals looking for music to sync.

## Build a Professional Network

**Music Supervisors:** Connect with music supervisors who are responsible for selecting and licensing music for visual media.

**Film & TV Producers:** Establish relationships with producers, directors, and editors who might be looking for original music for their projects.

**Industry Events:** Attend film festivals, music conferences, and networking events to meet key industry players.

**Industry Connections:** Network with sync agents and industry professionals at events, conferences, and online communities. Collaborate with filmmakers, game developers, and other artists to expand your reach.



# ENGAGE & INTERACT

## Leverage Social Media and Online Platforms

**YouTube, TikTok & SoundCloud:** Upload your music to platforms where it can be discovered by potential licensors.

**Social Media Presence:** Use platforms like Instagram, Twitter, and LinkedIn to showcase your work and connect with industry professionals.

## Participate in Competitions and Opportunities

**Sync Challenges:** Participate in competitions and challenges that focus on placing music in visual media. Websites like Hit Record often have sync-related projects.

**Call for Submissions:** Stay updated on calls for music submissions for upcoming film and TV projects.

## Seek Representation

**Music Publisher:** Sign with a music publisher who can actively promote your catalog for sync opportunities and handle licensing agreements.

**Sync Agent:** Work with a sync agent who specializes in placing music in film, TV, and video games.

## Utilize Music Libraries and Licensing Agencies

**Stock Music Libraries:** Submit your music to stock music libraries such as Audio Jungle, Pond5, and Premium Beat, where content creators frequently search for licensable tracks.

**Sync Licensing Agencies:** Partner with agencies that specialize in placing music in films, TV shows, commercials, and video games. Examples include Musicbed, Marmoset, and Songtradr.

**By considering these strategies, musicians, artists, producers & composers can increase their chances of getting their music catalog synced for film, TV, and video games.**

# Take Note of Split Sheets

## What is the purpose of Split Sheets?

A music split sheet is a crucial document that outlines the ownership percentages and contributions of each party involved in the creation of a song. For a sync agent to effectively pitch your music for synchronization, the split sheet must be comprehensive and accurate. Here are all the essential aspects required on a music split sheet

1

### Song Information

**Song Title:** The official title of the song.

**Alternate Titles:** Any other titles the song might be known by.

2

### Contributors' Information

**Names of All Contributors:** Full legal names of all individuals involved in writing, composing, or producing the song.

**Roles/Contributions:** Specific contributions of each individual (e.g., lyrics etc.)

3

### Percentage Splits

**Ownership Percentages:** Clearly defined percentage of ownership for each contributor. The total should add up to 100%.

**Publishing Splits:** If applicable, the division of the publisher's share among contributors.

4

### Publishing Information

**Publisher Names:** Names of all publishing entities involved.

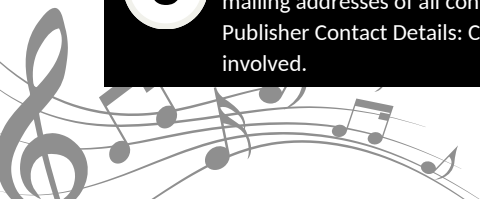
**Publisher Percentages:** The percentage of the song controlled by each publisher.

5

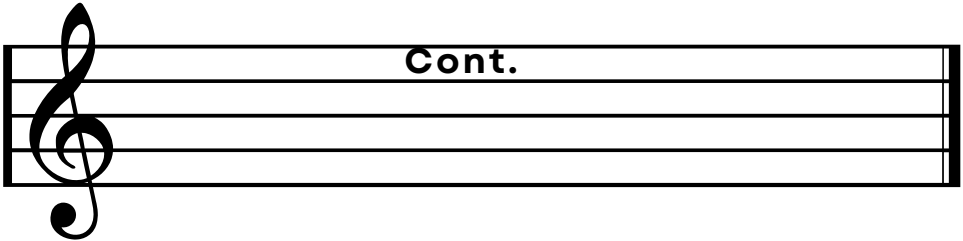
### Contact Information

**Contributors' Contact Details:** Email addresses, phone numbers, and mailing addresses of all contributors.

**Publisher Contact Details:** Contact information for each publishing entity involved.



# Take Note of Split Sheets



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## Performing Rights Organization (PRO) Information

**PRO Affiliations:** The PRO to which each contributor belongs (e.g., ASCAP, BMI, SESAC).

**IPI Numbers:** Unique identification numbers assigned by the PRO to each contributor.

7

## Signatures

**Contributor Signatures:** Signatures of all contributors, confirming their agreement to the specified splits.

**Date of Signing:** The date when the split sheet was signed by all parties.

8

## Administrative Details

**Song Registration Numbers:** Registration numbers from any music libraries or databases where the song is registered.

**Recording Details:** Information about the master recording, including who owns the master rights.

9

## Additional Information

**Songwriters Agreement:** Reference to any existing agreements between the songwriters.

**Copyright Information:** Details about the copyright registration of the song, if applicable.

**Co-Writing Agreement:** Any additional terms agreed upon by the co-writers regarding the song's use and revenue.

Having a detailed and accurate music split sheet ensures clarity on ownership and makes it easier for a sync agent to pitch your music for synchronization opportunities. It prevents disputes and ensures that all contributors are properly credited and compensated.



# Components of a Music Split Sheet

Song Title: **"Your Song Title"**  
Alternative Title: **"Alternate Title 1"**

Contributor Name	Role	Ownership %	PRO
John Doe	Lyrics	50 %	BMI
Jane Smith	Music	50 %	SESAC

IPI	Contact	Publisher Name	Publisher %
J123456789	john.doe@example.com	ABC Publishing	50%
987654321	jane.smith@example.com	Great Music Publishing	50%

## Publisher Contact

[contact.ABCPublishing.com](mailto:contact.ABCPublishing.com)

[contact.GreatMusicPublishing.com](mailto:contact.GreatMusicPublishing.com)





## **WAYS TO CONNECT WITH A MUSIC SUPERVISOR OR SYNC AGENT TO PITCH SYNCING YOUR MUSIC FOR VISUAL MEDIA**

### **Research and Targeting**

**Identify Key Players:** Research and identify music supervisors and sync agents who work on projects that align with your music style.

**Personalize Your Approach:** Tailor your pitch to each individual, demonstrating that you understand their work and the types of projects they handle.

### **Professional Email**

**Subject Line:** Use a compelling and clear subject line to grab their attention. Example: "Perfect Track for Your Next Project: [Song Title] by [Artist Name]"

**Introduction:** Briefly introduce yourself and your music. Mention any notable achievements or placements.

**Relevant Links:** Include links to your music (SoundCloud, YouTube, or your website). Ensure these links lead to easy-to-access, high-quality recordings.

**Metadata:** Provide detailed metadata for your tracks, including genres, moods, and instrumentation.

**Call to Action:** Politely ask for an opportunity to discuss potential sync placements or request feedback.

# EXAMPLE LETTER TEMPLATE

Date

Name

123 Anywhere St.,

City, NY 12345

Subject: Perfect Track for Your Next Project: "Echoes" by [Your Name]

Hi [Supervisor/Agent's Name],

I hope this email finds you well. My name is [Your Name], and I am a [Your Role] with a passion for creating music that resonates with visual storytelling. I have been following your work on [specific project] and am deeply inspired by your ability to blend music with powerful narratives.

I believe my track "Echoes" could be a perfect fit for your upcoming projects. It's a [genre] piece that evokes [mood/feeling], and I think it would complement your vision beautifully. You can listen to the track here: [Link to Track].

For your convenience, I have attached my EPK which includes more about my background and additional music samples. I would love to discuss how my music can contribute to your future projects.

Thank you for considering my music. I look forward to the possibility of working together.

Best regards,

[Your Name]

[Your Contact Information]

[Your Website/EPK Link]



## **WAYS TO CONNECT WITH A MUSIC SUPERVISOR OR SYNC AGENT TO PITCH SYNCING YOUR MUSIC FOR VISUAL MEDIA CONT.**

### **Professional Website or EPK (Electronic Press Kit)**

**Website:** Have a professional website with a dedicated sync section showcasing your music catalog, previous placements, and contact information.

**EPK:** Create a concise and visually appealing EPK that includes your bio, music samples, notable achievements, and contact information. Share the EPK link in your emails.

### **Social Media and Networking Platforms**

**LinkedIn:** Connect with music supervisors and sync agents on LinkedIn.

Send a personalized connection request with a brief introduction.

**Twitter and Instagram:** Follow and engage with their posts professionally. Comment on their work and share relevant content.

### **Music Industry Platforms**

Join industry-specific platforms like Music Gateway, SyncTank, or Songtradr to network and pitch your music.



# MUSIC library

## **WAYS TO CONNECT WITH A MUSIC SUPERVISOR OR SYNC AGENT TO PITCH SYNCING YOUR MUSIC FOR VISUAL MEDIA CONT.**

### **Sync Licensing Companies and Libraries**

**Partner with Agencies:** Work with sync licensing companies that already have relationships with music supervisors. Examples include Musicbed, Marmoset, and Audio Network.

**Submit to Libraries:** Submit your music to reputable music libraries that cater to sync placements.

### **Follow-Up**

**Timing:** Allow a reasonable amount of time (1-2 weeks) before following up on your initial email.

**Polite Reminder:** Send a polite follow-up email, reiterating your interest and providing any updates or new music.

### **Demo Reels and Custom Pitches**

**Create a Demo Reel:** Compile a short demo reel of your best sync-ready tracks, showcasing your versatility.

**Custom Pitches:** Create custom pitches for specific projects, highlighting why your music is a perfect fit.



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# TUNE IN!

For more tips from rockstar women in the music industry, tune into the She Rocked It podcast on all major podcast platforms and YouTube

Visit [www.sherockedit.com](http://www.sherockedit.com)

[Link to Music Industry Resources](#)  
provided by [Low Profile](#)



**Music Industry Professor**  
**Thought Leader**  
**Champion of Women In Music**

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**Cruz**

### **About Rashida**

Rashida Scott-Cruz is a Professor in the Music Industry Program at Monmouth University. Rashida is recognized as a distinguished educator in all aspects of the music business and is a champion for women in music.

Rashida teaches all aspects of the music business at Monmouth University's department of Music & Theatre Arts. Billboard has ranked Monmouth University's Music Industry program among the "Top Music Business Schools."