

Comprehensive guide: Evaluate the value of your music on the Sync Licensing market

The Goal of this Document

This guide is designed for music buyers and sellers, offering key insights to determine the fair price of a synchronization. It is impartial and aims to equip stakeholders with the necessary tools to evaluate costs effectively. Your feedback is essential to improve this guide, so please feel free to share your experiences.

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Introduction to Music Rights

In the music industry, it's crucial to know that there are two main types of rights:

Master Rights

Master Rights: These rights belong to the producer of the track, usually the label or record company that financed or acquired the master recording. These rights cover the reproduction and distribution of the original sound recording.

Publishing Rights

These rights pertain to the intangible aspects of the work, covering the composition, lyrics, and any other non-recorded creative content. They are typically held by the songwriter or their publisher.

The Negotiation Process

Each synchronization, use, or license of a commercial musical work requires careful negotiation with two key parties: the publisher and the record company. These entities can sometimes be combined into one, simplifying the process.

One Stop & Easy Clear

The terms "One Stop" and "Easy Clear" are commonly used expressions in the music industry, specifically in the context of music synchronization, to describe the ease and speed with which music rights can be negotiated and acquired for use in audiovisual projects such as films, TV series, advertisements, and other media. Here's what each term means:

The term **"One Stop"** means that all necessary rights to use a song are controlled by a single entity or are accessible through a single point of contact. This includes both master rights (the sound recording) and publishing rights (the musical composition).

When a song is available as "One Stop," it greatly simplifies the licensing process because there's **no need to negotiate separately with multiple parties**, such as music publishers and labels. This allows media producers to quickly obtain the necessary permissions without having to navigate through multiple rights holders.

One Stop



Easy Clear



"Easy Clear" refers to musical works for which the licensing terms are clear, simple, and usually pre-approved for specific use.

This means that **the rates, terms, and conditions for using the music are predefined**, making the negotiation and acquisition process of rights much faster and less complicated. Works qualified as "Easy Clear" are often ideal for projects requiring quick resolution, such as short-term productions or those with tight deadlines.

Both options are particularly valued in the synchronization industry because they **facilitate and expedite access to the necessary music rights**, thereby reducing the time and administrative costs associated with negotiating complex music licenses.

Application of the Most Favored Nation Clause (MFN)

The MFN clause is a principle often integrated into synchronization contracts. Inspired by practices in international trade, this clause ensures that if one party benefits from more favorable terms than the other, **the conditions of the less favored party will be adjusted to match.**

For example, if a publisher grants a license for 2,000 euros and the producer requests 10,000 euros, the total cost could amount to 20,000 euros to balance the two parties, assuming each side aligns with the higher amount.

Exceptions and Legal Considerations



The MFN rule can be contested, particularly in situations where covers of famous songs are involved. If a lesser-known artist covers a song by The Weeknd, it might be difficult to justify the application of the MFN clause due to the disparity in notoriety.

Additionally, from a legal standpoint, if a rights holder is approached for synchronization and the subsequently used title significantly resembles the proposed title, the rights holder has strong grounds to claim a potential violation of their rights.

This scenario underscores the importance of clear negotiations and obtaining all necessary authorizations before using a musical work in an advertising campaign or other media project.

This guide aims to provide a comprehensive understanding of the cost dynamics and legal negotiations associated with music rights for synchronization, enabling **informed and strategic decision-making within the music business.**

Determining the Synchronization Fee

Introduction to Synchronization Costs

Determining the cost of synchronization, that is, licensing an existing track for use in an audiovisual work, requires considering two main criteria:



Notoriety of the Artist or Success of the Track

The value of a song can fluctuate over time. For example, a track by Zaho De Sagazan might be significantly more expensive today than it was one or two years ago due to changes in popularity and cultural impact.



Destination and Scope of Use

This criterion encompasses all the parameters that define the conditions of a synchronization. These parameters vary depending on the type of audiovisual project at hand, and include elements such as duration, territories of distribution, and how the music will be used.

Synchronization for Films and Series

Details on the scope of use

Territories

Typically worldwide, unless budget restrictions apply.

+

Duration

Historically set at 30 years in France, with a trend towards perpetuity in Anglo-Saxon contexts.

Destination:

Contextual

The music is used specifically for the intended scene.

VS

Out of Context

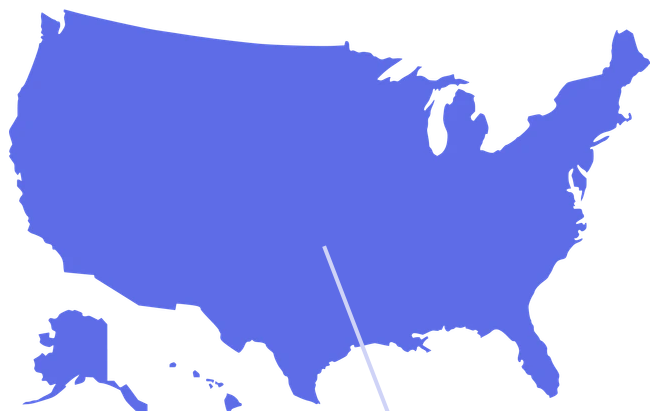
Extended use for marketing or promotional materials, which may include visuals other than those of the original scene. If the music is used to promote the same images as those in the scene, a specific request for out-of-context use is not necessary.

How the length of the excerpt impacts the price


Though the length of the musical excerpt used does influence the price, it doesn't do so in a strictly proportional manner. The longer the excerpt, the higher the cost may be. However, if the duration of the excerpt decreases during editing, it can be difficult to obtain a price reduction, while an extension can lead to an increase. It is recommended to negotiate a flexibility of around 20% of the planned duration to minimize uncertainties.

Pricing Practices in Cinema

In **Europe**, the cost of a contextual synchronization typically ranges from 1,000 to 15,000 euros.



In the **United States**, the cost is often 2 to 4 times higher for comparable use (see the table at the end of the document).



For **out-of-context** uses, the cost is generally doubled compared to a contextual use, reflecting the added value of the extended scope of use.

This information provides a framework for understanding and **negotiating synchronization fees** based on project-specific and market-specific variables, enabling all interested parties to make informed decisions about the valuation of music rights in various audiovisual contexts.

Synchronization for Ad Campaigns

Music synchronization in advertising is guided by several parameters that directly influence the cost and effectiveness of the campaign. These parameters include the **territories of distribution**, the **duration of the campaign**, and the **concept of media buying**.

1.

Distribution Territories

Broadcasting rights can be acquired for a single country or groups of countries, such as Europe or South America. The selection of territories directly affects the reach and cost of the campaign.

2.

Campaign Duration

The standard duration of a synchronization in advertising is usually one year, but can vary depending on the specific needs of the client. Mechanisms like rolling periods add flexibility, allowing, for example, to start a campaign in January in France and extend it up to six months later in Italy, with a conclusion one year after the kick-off in each country.

3.

Archiving Right

An increasingly prevalent issue is the archiving right, where advertisers want to keep campaigns on their platforms without active promotion. This right can be a source of conflict, especially if the previous use of a title may limit its future uses. For example, using a song for a car brand could complicate its reuse by a competitor in the future.

4.

Influence of Excerpt Duration on Price

Unlike other forms of media, the length of the excerpt used in advertising generally has little to no impact on the price, allowing for some flexibility without changing the cost.

Media and the Concept of Media Buying

Carefully selecting your media type and purchasing advertising space are crucial elements of a distribution strategy and its associated cost:

TV, Cable, and Satellite

Television remains a preferred channel for large-scale campaigns around major events like the Super Bowl or the World Cup. However, more targeted broadcasts are possible on cable channels.

Digital

The digital world offers a wide range of options, from discreet presentations to massive global campaigns on platforms like YouTube and social media. The global nature of digital advertising may require careful consideration of what territories are best for media buying to optimize the budget.

Radio and Cinema

These types of media have their own specificities, with different implications for costs and reach. Cinema, for example, offers a high-quality audiovisual experience but generally has a more limited reach than television or digital.

Synchronization Extensions

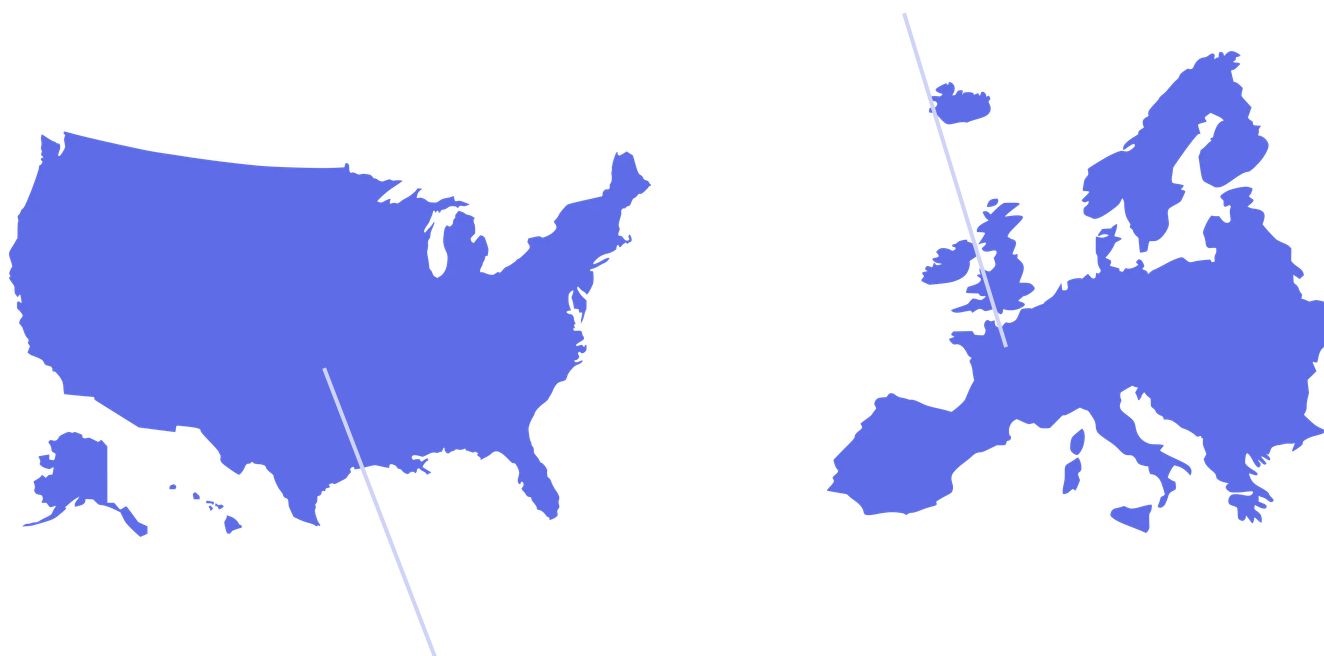
The concept of extension, whether territorial or temporal, plays a crucial role in planning synchronization rights for advertising campaigns, allowing brands to maximize the impact and duration of their advertising investment.

A very common practice in advertising synchronization is to specify that if the advertiser wishes to extend their campaign for a year, **they will pay the same amount as the previous year plus 10%.**

In summary, synchronization in advertising requires a detailed understanding of media options, territorial and temporal rights, as well as legal and strategic implications to effectively orchestrate a campaign.

Pricing Practices in Advertising

In **France**, the amount for a synchronization that lasts one year on an all-media campaign generally ranges from 5,000 to 50,000 euros per type of right.



In the **United States**, the cost is often 2 to 4 times higher for comparable use (see the table at the end of the document).

Music Synchronization in the Video Game Industry

The use of licensed music in the video game industry presents unique characteristics in terms of negotiation and application of synchronization rights. Here's an overview of the main aspects of music synchronization in this sector:

Distribution Territories

Global: Given the digital nature of video games, distribution is often global. Therefore, music licenses must cover all potential territories from the outset to avoid legal complications due to geographical restrictions.

License Duration

Long Term or In Perpetuity: Video games often have a longer lifespan than traditional media formats. It is not uncommon for music licenses to be negotiated for the lifetime of the game, which may entail a perpetual license. This ensures that the game can be sold, replayed, and downloaded indefinitely without requiring license renewal.

Type of Use

Contextual

Music can be directly integrated into gameplay or cinematics, where it is essential to the narrative or the immersive experience.

vs

Out of Context

Some games may also use music for promotional purposes or in menus, which may require separate or extended rights.

Pricing Practices in Video Games

Synchronization costs in video games can vary considerably depending on the artist's popularity, the exclusivity of the music, and the complexity of the license terms. High-budget games can afford titles from major artists, while indie games may opt for lesser-known music or music produced specifically for the game to reduce costs.

A Few Success Stories

Although synchronization costs in the following cases are confidential, these examples illustrate how synchronization can have a significant impact on the career of emerging artists and established artists alike:

Colours of You by Baby Queen

"Colours of You" by Baby Queen is a beautiful testament to the power a synchronization deal can have in propelling emerging artists to success. The song was initially created for the soundtrack of the Netflix series "Heartstopper."



X



Collaborating with a popular series proved to be a significant boost for Baby Queen's visibility and popularity. Indeed, according to Spotify for Artists, the emerging artist saw a **1134% increase in new listeners on Spotify the week after the series aired**, compared to the previous week. This resulted in acquiring 1.5 million new listeners in just 28 days.

Running Up That Hill by Kate Bush

The iconic song "Running Up That Hill" by Kate Bush was initially released in 1985, reaching the 30th position on the Billboard Hot 100. However, after being featured in the fourth season of the Netflix series "Stranger Things," the song experienced a remarkable resurgence. It reappeared on the Billboard Hot 100 in 2022, reaching the **8th position this time.**



X



This revival marked a significant milestone for the song, surpassing its initial chart position and solidifying its status as a timeless classic. This remarkable example demonstrates the power a synchronization deal can have in revitalizing the careers of even the most established artists and introducing their catalog to new generations.

Indeed, according to Spotify for Artists, Kate Bush saw a **6000% increase in listeners discovering her music for the first time on Spotify following this synchronization deal.**

The Future of Synchronization

The advent of artificial intelligence (AI) is making waves worldwide, and the synchronization industry is no exception. Where traditionally it took weeks for a human ear to sort through an entire music catalog, looking for the right track to suit a project, descriptive AI can now accomplish the same task in an instant.

At Bridge.audio, we've created our Sync Hub to contribute to the future of music supervision and the synchronization field, harnessing the power of AI to increase artist discoverability and streamline the productivity of music supervisors. Discover how Bridge's descriptive AI compares to that of Musiio, Cyanite, and Aims by clicking [here](#).

Conclusion : The Magic of Music Synchronization

Ah, music synchronization! This sweet marriage between music and image that turns an ordinary scene into an unforgettable moment, or transforms an advertisement into a cultural phenomenon. Whether you're a proud rights holder with your very own catalog, or a music buyer searching for the perfect track for your project, synchronization can often feel like a romantic rendez-vous between two art forms that, when harmonized, create pure magic.

Navigating the world of synchronization can sometimes feel like trying to tango with two left feet—it's complicated, potentially embarrassing, but incredibly rewarding when everything falls into place. Rates vary enormously, ranging from a few hundred for an indie gem in an independent production, to six-figure sums for global hits in blockbusters or commercials aired during events like the Super Bowl.

For rights holders, each synchronization is an opportunity to see their work take on a new life, touch new hearts, and perhaps even become the new hot topic around the coffee machine. For buyers, it's the chance to get your hands on the piece that will not only complement your project but propel it to even greater emotional heights.

As you venture into this sometimes chaotic dance of tastes and colors, negotiations, archiving rights, and MFN clauses, remember that when the magic happens, everyone wins in the end.

Comparative Tables



These information are reserved for **Sync Hub clients**, the Synchro marketplace powered by Bridge.audio.

These tables allow you to assess the relative price of a synchronization in different geographical areas of the world, as well as by media. They are useful for comparing quotes or determining the conditions of a territorial or media extension.

For any inquiries and to schedule an appointment, please visit sync.bridge.audio