Synchronisation

The use of background music is often seen as a significant source of income in these times when visual media is used more than it ever has been.

What exactly is synchronisation?

Synchronisation is the use of your music in audiovisual productions. This involves various media: advertising, films, documentaries, video games etc.

The most lucrative of these are television advertising, films and television serials, etc., which often use music by well-known existing artists.

However, the expansion of the internet has created a huge rise in the number of both short and longer videos being produced, which all need music. Advertising campaigns and web commercials are becoming much more common and are free to select any music they want. Their budgets are smaller than those for larger productions, so they often rely on unknown artists, whose music reflects their style.

Existing music or original composition?

Requirements very depending on what the advertiser or film or video game producer is trying to achieve.

Whatever way your music is used - via the media or on the internet - you can be creative without actually trying to produce just "background" music. It is your unique creative flare that will get you noticed.

You can also compose music specifically for the moving image, or try your hand at ***sound design***, ie sound effects and jingles for audiovisual productions, performance art, fashion shows, video games etc. For this, the musician is asked to compose original music to enhance the video content. Music for use on the internet (advertising, animation, videos of varying length, etc.) is often composed on an ad-hoc basis. Some musicians make a living by **composing music for the moving image and the regular work it provides.**

Some sound production agencies have even specialised in this field, for example Schmooze, THE, Else (a subsidiary of TBWA), BETC Pop, GUM, Studio Hercules (HRCLS - a subsidiary of Havas), Captain Plouf, Tranquille le chat, Kouz and so on - just a few of the more creatively-titled ones!

Remuneration

There is no typical rate of pay since it is all arranged by contract with the agency, which may be the actual publisher. The level of remuneration clearly depends on the client's budget, your own reputation and the campaign medium (web, TV, video games, cinema, etc.)

Having a publisher will provide you with more opportunities for synchronisation work, as the publisher will promote you through their network and connections in the audiovisual industry: this is one of their main activities.

- Read the guide **Finding a publisher**

MORE INFORMATION:

Guides

- Finding a publisher