

PROGRAM 2012

(May 24, 2012 – Pakhuis de Zwijger, Amsterdam)

Buma
Music
in
Motion

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English spoken

Music and Audio Branding for Games

Pakhuis de Zwijger – Kleine zaal

13:00 – 13:40

Buma Music in Motion is extremely proud to welcome Ari Pulkkinen, composer of the Angry Birds theme who, thanks to the success of the game, is currently the most listened to composer on the planet. With a combined 700 million downloads across all platforms - including both regular and special editions - the game has been described as "one of the most popular mainstream games available right now" and "the largest mobile app success the world has seen so far".

Pulkkinen started studying piano at the age of six and composed his first song at the age of twelve. The 30-year-old composer has since started his own sound production company AriTunes, and has created original soundtracks and sound design for many projects, including the video games Dead Nation, Trine 2, Outland and Super Stardust Delta.

In this keynote session Pulkkinen will offer insight into his daily activities, his most recent work, and his view of music and audio branding for games in general.

Moderator:

Gary Smith (Journalist, FR)

Marseille-based writer specializing in music, advertising, digital technology, social networks and TV programming & production. Also a translator, copywriter, moderator and lover of creativity, as well as a live event specialist and cycling addict.

With:

Ari Pulkkinen (CEO, Aritunes: AngryBirds / Dead Nation / Trine 2, FI)

As a music and audio professional, Ari Pulkkinen has gained the deep knowledge and specialized in the field of music and sound design in game industry. His work as a composer, sound designer as well as music and audio producer has left a memorable mark in many productions including Angry Birds, Trine, Outland, Super Stardust HD, Bike Baron and Dead Nation. He has qualification certificate of Sound Design Specialisation and Game Producer degree and he recently won Finnish Game Developer of the year 2011 -award.

Dutch spoken

Case Study: Stars of Football

Pakhuis de Zwijger – Kleine zaal

13:50 – 14:30

Dutch publishing newcomer Best Kept Secret Music, part of the management and booking agency Friendly Fire, brought together supermarket chain C1000 and the band Only Seven Left, to compose a theme for the advertising campaign 'Stars of Football', which included several Dutch soccer players

such as Klaas-Jan Huntelaar, Dirk Kuyt, Robin van Persie and Arjen Robben. In this session Niels Aalberts (Eerste Hulp bij Plaatopnamen, Best Kept Secret Music and manager of Case Mayfield, Bertolf and Only Seven Left) and Jochem Winterwerp - guitarist of Only Seven Left - will give us an exclusive insight into the entire process, including the making of the agreement, how it was negotiated, and how the band and its management interacted with the client.

Moderator:

Frank Janssen (Entertainment Business, NL)

Publisher and chief editor of the Benelux trade publication Entertainment Business and part of the management team of publishing company iMediate. In the recent past Frank Janssen used work for Sony Music as marketing manager and ran his own consultancy company alleen maar Janssen. Next to that he is co-editor of the study book Entertainment Marketing (2006) and was lecturer for two and a half years at Hogeschool Utrecht.

With:

Niels Aalberts (Best Kept Secret Music / Friendly Fire, NL)

Jochem Winterwerp (Only Seven Left, NL)

Guitarist and manager for rock band Only Seven Left. Besides that, he works at Friendly Fire, booking agency and artist management.

Dutch spoken

Composing for Advertising, Film and TV: Getting Started

Pakhuis de Zwijger – Studio

13:50 – 14:30

Getting your music in commercials, film scores and TV series can be a great way of generating more revenue. But even if your music perfectly matches the action, how can you increase your chances of getting noticed by the people who matter? What is the best way to start? Who can help you to get further down the line to the real decision-makers? A selection of Dutch experts with years of experience will share their in-depth knowledge of the world of media composition.

Moderator:

Lexter Woodley (Dutch Einsteins, NL)

An entrepreneur, actress, model and moderator. Besides her work in the media for television, internet and events, she is also a Master of Laws (LL.M.) and is the proud owner of the recruitment agency for highly educated professionals: Dutch Einsteins.

With:

Hans Brouwer (CEO, Massive Music, NL)

Hans Brouwer (1962) is the founder and CEO of international music agency MassiveMusic. With

offices in Amsterdam, London, New York, Los Angeles and Shanghai, the company specializes in music production & composition, search & licensing, talent scouting and music strategies for brands. Since the start in 2000 MassiveMusic worked for brands like Audi, Coca-Cola, Volkswagen, Nike, Heineken, Adidas, Mercedes, Mini and Lufthansa. At this moment the company counts 33 employees internationally. The company was launched in 2000 during their first party on the beach in Cannes.

Paul van Brugge (Composer, NL)

Since 1986 van Brugge's composing includes writing contemporary music and film music. His orchestral works are performed by international ensembles and orchestras such as Clazz Ensemble, Doelen Ensemble, Rotterdam Philharmonic Orchestra, Metropole Orchestra, Bulgarian National Radio Symphony Orchestra, Orchestra at Temple Square and the Westdeutschen Rundfunk Orchestra. He composed more than 90 filmscores for features and documentaries by internationally acclaimed film directors such as Alejandro Agresti, Sonia Herman Dolz, Ramon Gieling, Nana Dzhordhadze and Michael King.

Stephen Emmer (Creative Managing Director, e-Station, NL)

A European composer/artist from Amsterdam, Holland. After having briefly joined several UK bands such as The Lotus Eaters, Act and The Associates, he completed a course called Scoring For Television in London and went home and got involved in media music for most of the 90's, a.o. becoming the first inhouse-composer for both the main public and commercial tv-broadcasters in the Netherlands and composed for several European tv-documentaries, short films, art-installations and feature films and won several awards for artistic excellence such as the prestigious Prix de Rome.

Sander van Maarschalkerweerd (Managing Director, Sizzer Amsterdam, NL)

Managing director and founder of music company Sizzer Amsterdam. Van Maarschalkerweerd founded Sizzer Amsterdam in 2005 with the goal of bringing some of the music world's finest talent to the ad world's fingertips. In its first year the company already won several awards for Best Music and the Olympus campaign, for which they contributed the music, was awarded a Gold Lion. Since then Sizzer has become a trusted music partner for agencies such as BSUR Amsterdam, DDB Berlin, Fred & Farid Paris, Heimat Berlin, Jung von Matt and 180 Amsterdam. Sander has supervised the music on hundreds of advertising projects for brands such as Adidas, Audi, BMW, Canon, Diesel, Martini, MTV, Reebok, Vodafone and many more.

Martijn Schimmer (Composer & Founder, Schimmer Music Productions, NL)



English spoken

Listening to Chanel No.5: How Music Maps the Sense of Smell

Pakhuis de Zwijger – Studio

14:40 – 15:20

Hedy Law will show how effectively music navigates across our senses of smell and of touch, and how the combination of music and moving images can create a self-perpetuating, imaginary community. This presentation uses the theory of cross-domain conceptual mapping popularized by the work of the music theorist Lawrence Zbikowski.

Introduced by:

Gary Smith (Journalist, FR)

Marseille-based writer specializing in music, advertising, digital technology, social networks and TV programming & production. Also a translator, copywriter, moderator and lover of creativity, as well as a live event specialist and cycling addict.

With:

Hedy Law (Assistant Professor Music History, Southern Methodist University, US)

Hedy received her Ph.D. in music history and theory from the University of Chicago. She was appointed Harper-Schmidt junior fellow of the Society of Fellows and Collegiate Assistant Professor of the University of Chicago. She is now Assistant Professor in Music History in Southern Methodist University. She won the Howard Mayer Brown Fellowship and the outstanding student paper of the Midwest Chapter of the American Musicological Society. She has published in Cambridge Opera Journal, the Oxford Handbook of Music Censorship, the collections of essays *Musique et Geste* and *Noise, Audition, Aurality*.

Dutch spoken

BMIM Talent Award: Van God Los Score Competition (Kick-Off Session)

Pakhuis de Zwijger – Kleine zaal

14:40 – 15:20

In the lead-up to this event, sound design and composition students from all over the Netherlands who enrolled into the BMIM Score Competition, have been composing music for a scene taken from the popular Dutch crime series Van God Los. Six of them have since been picked by our jury, and will participate in a special program at BMIM consisting of three daytime sessions in which they will get professional feedback and are able to fine tune and finish their compositions if needed. During the final session the best three compositions will be selected and put forward for the Buma Music in Motion Talent Award. The winner will be revealed at the BMMA's which take place as part of the evening program.

In this preliminary event Bram Schouw, the director of Van God Los The Series, and a selection of experienced composers will go through the submissions, sharing their thoughts and impressions and giving feedback, as well as sharing useful tips and tricks for working with TV scores.

Moderator:

Lexter Woodley (Dutch Einsteins, NL)

An entrepreneur, actress, model and moderator. Besides her work in the media for television, internet and events, she is also a Master of Laws (LL.M.) and is the proud owner of the recruitment agency for highly educated professionals: Dutch Einsteins.

With:

Geert van Gaalen (Composer & Owner Studio De Keuken: MTV / Mercedes / Vodafone / Ikea, NL)

Geert currently works mainly as a composer, sound designer and music producer for all major agencies in The Netherlands, while everyday more and more creatives and directors, from Russia to Spain, USA and Canada to Germany, are attracted to the remarkable and award-winning compositions and sound design.

Ronald Schilperoort (Composer & Owner Hithouse: Goeden Tijden Slechte Tijden / Schippers van de Kameleon, NL)

Bram Schouw (Director Van God Los, NL)

Director Bram Schouw graduated with distinction from Utrecht School of the Arts (HKU) and directed the award winning commercials Together We Can for Dance4Life and Sensor. His short film 'Impasse' won the NFTVM Vers! Award for young Dutch filmmakers and is still being shown worldwide as part of the feature film Stories on Human Rights.

Chrisnanne Wiegel (Composer & Owner RECSound: Nova Zembla / Komt een Vrouw Bij de Dokter / Alles is Liefde, NL)

Dutch spoken

Composing for Kids and Teens

Pakhuis de Zwijger – Studio

15:40 – 16:20

You might think you know what the kids want to hear, but you could never be entirely right, because these days the young listen to anything and everything in a completely non-genre specific way. So relevance is all about understanding context, and when you get that right and you are talking directly to the next generation of consumers. But who are the big players in kids entertainment? And what, if any, are the differences between composing for adults and for kids? Who should you approach if you want to break into this huge niche area? Despite the rapidly changing nature of kids and what entertains them, are there any tried and trusted methodologies that you should know about?

Moderator:

Frank Janssen (Entertainment Business, NL)

Publisher and chief editor of the Benelux trade publication Entertainment Business and part of the management team of publishing company iMediate. In the recent past Frank Janssen used work for Sony Music as marketing manager and ran his own consultancy company alleen maar Janssen. Next to that he is co-editor of the study book Entertainment Marketing (2006) and was lecturer for two and a half years at Hogeschool Utrecht.

With:

Vidjay Beerepoot (Composer / Endemol, SoundVibe, Remote Control Productions (Narandjina, Nickelodeon, NL)

Vidjay has worked internationally as one of Europe's youngest established professional composers on some of the most popular TV shows and biggest films in Holland and Belgium for over 10 years winning several awards.

Daan van Leeuwen (Programming Director, Disney Channels Benelux, NL)

Since 2009 Daan van Leeuwen is Director of Programming for the television channels: Disney Channel and Disney XD both in the Netherlands and Belgium. Prior to joining Disney Daan van Leeuwen was Programming Director of the kids channels: FOX KIDS and JETIX in the Netherlands. Daan van Leeuwen was involved in the FOX KIDS TOP 20 in collaboration with CTM, 'De Club van Sinterklaas' and 'Coole Piet', CHiPZ, Kus, WWF Bamboe Club Animal Songs and the localization of High School Musical and Camp Rock. One of the recent projects is the new Disney Channel series: ON TOUR, a comedy about two touring bands.

Tom van Peer (Product Manager Audio / Video / Multimedia, Studio 100, BE)

Tom started his career in the music business in 1996 for PolyGram, as Promotion Manager Local Repertoire. After one year he was promoted and became A&R Manager. In 1999, he moved to Arcade Music Company, where he was responsible for the local artist roster.

In 2002, Tom was asked by Gert Verhulst and Hans Bourlon, founders of Studio 100, to lead the audio department of their booming entertainment company. Nowadays, Tom is still responsible for the local and international audio derivatives of all the well-known Studio 100 IP's, such as K3, Kabouter Plop, The House of Anubis, Vic the Viking, Maya the Bee, aso.

Next to that, he's also taking care of the product management of all the DVD and multimedia releases within Studio 100 Benelux.

English spoken

The Challenges of Composing for Games

Pakhuis de Zwijger – Kleine zaal

15:40 – 16:20

Composing for games demands a completely different approach to composing for film, TV or advertising, fusing elements of all of those areas to create a hybrid form. This is due to the fact that in the games context, interactive sound design is a key element in the player experience, and composers have to adapt their technique to accommodate this.

From a legal point of view, how do composers protect their rights? And how should they negotiate fair payment given that game music is so very different from all other production music styles? The panelists will also discuss one of the biggest challenges for game music composers – namely, working as part of an extended team that includes several sound designers.

Moderator:

Gary Smith (Journalist, FR)

Marseille-based writer specializing in music, advertising, digital technology, social networks and TV programming & production. Also a translator, copywriter, moderator and lover of creativity, as well as a live event specialist and cycling addict.

With:

Marc Canham (Creative Director and Composer, Nimrod Productions: 24- The Game / Chime / The Secret World / Far Cry 2, GB)

Nimrod Productions has been bringing audio enhancing experiences to gamers for the past twelve years. In this period Nimrod's team have been involved in over 180 projects accounting for over 200 million video game sales.

Yorick Goldewijk (Composer, SonicPicnic: Awesomenauts / Rocket Riot / Swords & Soliers / Toki Toki, NL)

Yorick co-founded SonicPicnic in 2002, a company that combines music composition, sound design and postproduction. As a composer, Yorick has worked on projects in several fields of media. Recently Yorick composed the leadermusic for VPRO's Nederland van Boven and he was part of the composer's team that scored the IFFR-project EyeTrap, a realtime filmexperience that included live-orchestra performance by the Metropole Orchestra.

Tom Pearce (Composer, Practical Music: DJ Nights App Series / Princess Arabella / Alone in the Dark, NL)

Tom has a career stretching back to the 1970's where he began working as an engineer in studios in London, England with a number of major artists. In the 1980's and 1990's he toured and recorded with artists such as Elton John, Eric Clapton, George Harrison and Jeff Beck. Since 2000 he has focussed more on sound design, music composition and production for new media and gaming as well as producing music with upcoming talent. In addition to lecturing in audio and gaming at the SAE he is currently also the Game Audio Director for Galaxy Studios Interactive.

Ari Pulkkinen (CEO, Aritunes: AngryBirds / Dead Nation / Trine 2, FI)

As a music and audio professional, Ari Pulkkinen has gained the deep knowledge and specialized in the field of music and sound design in game industry. His work as a composer, sound designer as well as music and audio producer has left a memorable mark in many productions including Angry Birds, Trine, Outland, Super Stardust HD, Bike Baron and Dead Nation. He has qualification certificate of Sound Design Specialisation and Game Producer degree and he recently won Finnish Game Developer of the year 2011-award.

Dutch spoken

BMIM Talent Award: Van God Los Score Competition (Fine Tuning Session)

Pakhuis de Zwijger – Expo

15:40 – 17:10

In this session the six contestants for the Buma Music in Motion Talent Award will continue to work on the final details of their works in progress based on feedback from the previous panel, in preparation for the final session where the three nominees will be selected.

With:

Geert van Gaalen (Composer & Owner Studio De Keuken: MTV / Mercedes / Vodafone / Ikea, NL)

Geert currently works mainly as a composer, sound designer and music producer for all major agencies in The Netherlands, while everyday more and more creatives and directors, from Russia to Spain, USA and Canada to Germany, are attracted to the remarkable and award-winning compositions and sound design.

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Chrisanne Wiegel (Composer & Owner RECSound: Nova Zembla / Komt een Vrouw Bij de Dokter / Alles is Liefde, NL)

Dutch spoken

DIY – Making Money with Your Music Copyright

Pakhuis de Zwijger – Studio

16:30 – 17:10

A composition is not just a series of notes arranged in a certain way, it is your future, and hopefully a source of earnings for many years to come. But how do you get the most out of your potential in this confusing world of micro-payments, multiple sources of royalties and multiple media platforms? What should you be getting from YouTube for example? Is it worth selling tracks on iTunes and other digital platforms, or should you go it alone and sell direct from your own site? If you're paid €50,000 for a sync, how is that money then divided up? Digital media is already a many-headed beast, and it is not going to get any less complex, so what should we expect to see in the next 12 months that copyright holders need to be aware of?

Introduced by:

Lexter Woodley (Dutch Einsteins, NL)

An entrepreneur, actress, model and moderator. Besides her work in the media for television, internet and events, she is also a Master of Laws (LL.M.) and is the proud owner of the recruitment agency for highly educated professionals: Dutch Einsteins.

With:

Johan van der Voet (Composer at SoundGram and President Board of Directors BCMM, NL)

Johan van der Voet (1970) studied composition and guitar at the HKU and is active since 1992 as a multimedia composer. He also worked as a DJ, producer and artist manager and played for years with various bands on stages. In 2005 van der Voet left for 2 years to work in London. That brought him international contacts and work on various film projects. He returned to the Netherlands to work as cofounder and chairman of the Professional Association of Composers MultiMedia (BCMM). He devoted himself passionately for authors and copyright with international fruition. Van Der Voet is involved with the current set course at Buma / Stemra regarding governance and transparency, and an active member of the ECSA where he was involved with European copyright issues. Since 2000, van der Voet is active in education as a part time teacher for Inholland College in The Hague. He also gives presentations on a regular basis and is also active as a composer in his company Soundgram Post.

English spoken

Music in Advertising – Joined at the Hip?

Pakhuis de Zwijger – Kleine zaal

16:30 – 17:10

Music and advertising seem to be the perfect marriage of visual stimulation accompanied by sounds that tug at the heart strings, but are they really utterly co-dependent? Is it possible to make great advertising that doesn't use any music? Would you even want to try? And even though it is clear that

the use of music in adverts is increasingly sophisticated and important in reaching the consumer, is this being reflected in the budgets? And does everyone in the advertising industry understand, respect and appreciate music's role? Who rules when the big decisions are made? And who can pull strings to get you and your compositions noticed by the people who matter? Do certain musical styles always work best in certain types of advertising, or is it all a matter of whatever catches the music supervisor's ear?

Moderator:

Gary Smith (Journalist, FR)

Marseille-based writer specializing in music, advertising, digital technology, social networks and TV programming & production. Also a translator, copywriter, moderator and lover of creativity, as well as a live event specialist and cycling addict.

With:

Joost Haartsen (Head of TV, New Media, Universal Music Publishing, NL)

Owner of 150dB. From 1996 - 2010 he was a member of the Dutch band IOS (IsOokSchitterend). Before he founded 150dB he also worked as brand manager international & local at BMG and SonyBMG besides playing the keys in IOS.

Sander van Maarschalkerweerd (Creative Director, Sizzer Amsterdam, NL)

Managing director and founder of music company Sizzer Amsterdam. Van Maarschalkerweerd founded Sizzer Amsterdam in 2005 with the goal of bringing some of the music world's finest talent to the ad world's fingertips. In its first year the company already won several awards for Best Music and the Olympus campaign, for which they contributed the music, was awarded a Gold Lion. Since then Sizzer has become a trusted music partner for agencies such as BSUR Amsterdam, DDB Berlin, Fred & Farid Paris, Heimat Berlin, Jung von Matt and 180 Amsterdam. Sander has supervised the music on hundreds of advertising projects for brands such as Adidas, Audi, BMW, Canon, Diesel, Martini, MTV, Reebok, Vodafone and many more.

Bart Mol (Creative Director, Tribal DDB, NL)

Bart made his first steps in advertising in 2005, as a designer at Tribal DDB Amsterdam, from where he has moved to the art director position. In 2010 Bart teamed up with Pol Hoenderboom, a copywriter, and they are partners in crime ever since. At Tribal DDB Amsterdam, Bart has worked on global clients such as KLM, Philips, Volkswagen, Nicotinel and on Dutch brands including NS and the Centraal Beheer, creating innovative award-winning work. The selection of most prestigious awards the team scooped include: D&AD Yellow pencil, SXSW, Eurobest, Epica, Spin Awards, and many more.

Aron van der Ploeg (Owner, The Missing Sync, NL)

The Missing Sync is an award-winning music agency. We produces, composes and licenses music for all forms of moving pictures (e.g. commercials, films, TV leaders, station-identities, musea etc.) We've worked for brands such as Martini, BMW, IKEA, Volkswagen, ING, T-Mobile, Vodafone.

Erik-Jan Verheijen (Director of Broadcast Production, Wieden + Kennedy, NL)

As Head of Broadcast and part of the agency's management team, he oversees the five pillars of the 20+ staff Amsterdam Broadcast Department: Agency Producers, Digital Producers, Business Affairs,

Art Buying and the AV Studio. Erik has produced and overseen award-winning commercials for Wieden+Kennedy Amsterdam like Heineken 'The Entrance' and 'The Date' and EA's FIFA 12. In 2010 Erik oversaw the biggest TVC production the world has seen to date: Nike 'Write The Future' which collected the One Show Best in Show & Cannes Lions Film Grand Prix among others.

English spoken

From Band to Screen

Pakhuis de Zwijger – Studio

17:20 – 18:00

What do Trent Reznor, Daft Punk, Linkin Park and The Chemical Brothers have in common? They are all recording artists who have successfully crossed over into the world of film composing. This panel will discuss why more filmmakers and studios are turning to established bands and artists in order to give their project a distinct original sound, as well as the importance of diversifying for modern musicians.

From the differences between collaborating with filmmakers vs. band members, developing soundtracks and blending their unique sound into a score, the panelists will give a first-hand account of their experiences, and the role their artistic brand equity played in the marketing of the film. The key players in film music and what role they play in the scoring process will also be discussed, and alongside that, panelists will be offering tips as to how to grab their attention and land the gig.

Moderator:

Gary Smith (Journalist, FR)

Marseille-based writer specializing in music, advertising, digital technology, social networks and TV programming & production. Also a translator, copywriter, moderator and lover of creativity, as well as a live event specialist and cycling addict.

With:

Bas Kennis (Pianist, Bløf, NL)

Dustin O'Halloran (Dustin O'Halloran, US)

Dustin O'Halloran is a composer and pianist, best known for his music in the movies An American Affair and Sofia Coppola's Marie Antoinette. This Berlin-based, neo-classical American composer also won the Grand Jury Prize last year at the Sundance Film Festival for the score of the movie Like Crazy. He is signed to Fat Cat Records and performs live regularly, while music composed by O'Halloran can be heard in the BBC series Top Gear, as well as in commercials for major brands such as Audi and Brita.

Karyn Rachtman (One Gazillion, Inc., US)

Search any list of "The Best Soundtracks," and you will see Karyn Rachtman's name as Music

Supervisor and/or Executive Soundtrack Album Producer. Her list of credits include movies such as Pulp Fiction, Reservoir Dogs, Reality Bites, Boogie Nights, Bulworth, Clueless, Romeo & Juliet, The Rugrats Movie and Spongebob Squarepants the Movie. Over the last two decades, although best known for her work as an Independent Music Supervisor. She also held the position of Vice-President of Soundtracks and A&R at Capitol Records and Head of the soundtrack department at Interscope Records. As owner and President of One Gazillion, Inc. she has continued to Music Supervise film, TV & video games. Maintain a small publishing company. Rachtman also created HIP KID HOP which includes a series of Read & Rap along book/CD's by rappers such as LL Cool J and Doug E. Fresh distributed through Scholastic.

Graeme Revell (NZ)

Graeme Revell, composer for 'Tomb Raider', 'From Dusk till Dawn' and many other films, was honored at the BMI annual Film & TV Awards with the Richard Kirk Award for Outstanding Career Achievement. Revell is also known as a founding member of the industrial band SPK.

Dutch spoken

BMIM New Talent Award: Van God Los Score Competition (The Results)

Pakhuis de Zwijger – Expo

17:20 – 18:00

In this final part of the process, the jury will listen to the six compositions again in order to decide which three composers will be the nominees for the Buma Music in Motion Talent Awards 2012. The winner will be revealed at the official BMMA award show this evening.

Moderator:

Lexter Woodley (Dutch Einsteins, NL)

An entrepreneur, actrice, model and moderator. Besides her work in the media for television, internet and events, she is also a Master of Laws (LL.M.) and is the proud owner of the recruitment agency for highly educated professionals: Dutch Einsteins.

With:

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Chrisnanne Wiegel (Composer & Owner RECSound: Nova Zembla / Komt een Vrouw Bij de Dokter / Alles is Liefde, NL)

Dutch spoken

International Promotion of Music Made for Media, What are the Opportunities?

Pakhuis de Zwijger – Kleine zaal

17:20 – 18:00

The Netherlands punches way above its weight in terms of producing quality composers of international repute who make music made for film, games, TV and advertising, but there is so much media out there, and so many possibilities that have not yet been exploited. Which countries offer the best opportunities? Is it getting easier to break into this world, or harder? Would it help if there was a concerted, co-ordinated and collective effort by all Dutch players to get themselves more noticed? And which international events offer the best chances for successful networking? How can organisations like Buma Cultuur help local compositional talent to get noticed abroad at events like PromaxBDA or Festival de Cannes?

Moderator:

Frank Janssen (Entertainment Business, NL)

Publisher and chief editor of the Benelux trade publication Entertainment Business and part of the management team of publishing company iMediate. In the recent past Frank Janssen used work for Sony Music as marketing manager and ran his own consultancy company 'alleen maar Janssen'. Next to that he is co-editor of the study book Entertainment Marketing (2006) and was lecturer for two and a half years at Hogeschool Utrecht.

With:

Hans Brouwer (CEO, Massive Music, NL)

Hans Brouwer (1962) is the founder and CEO of international music agency MassiveMusic. With offices in Amsterdam, London, New York, Los Angeles and Shanghai, the company specializes in music production & composition, search & licensing, talent scouting and music strategies for brands. Since the start in 2000 MassiveMusic worked for brands like Audi, Coca-Cola, Volkswagen, Nike, Heineken, Adidas, Mercedes, Mini and Lufthansa. At this moment the company counts 33 employees internationally. The company was launched in 2000 during their first party on the beach in Cannes.

Stephen Emmer (Creative Managing Director, e-Station, NL)

A European composer/artist from Amsterdam, Holland. After having briefly joined several UK bands such as The Lotus Eaters, Act and The Associates, he completed a course called Scoring For Television in London and went home and got involved in media music for most of the 90's, a.o. becoming the first inhouse-composer for both the main public and commercial tv-broadcasters in the Netherlands and composed for several European tv-documentaries, short films, art-installations and feature films and won several awards for artistical excellence such as the prestigious Prix de Rome.

Frank Kok (Managing Director, Top Format, NL)

Frank is managing director of Top Format (specialised music, sound design and jingle company), TRX Music BV (the production company for the TRX Music Library) and Top of Mind BV (a media consulting and strategy company).

Than van Nispen (Boardmember, MiMM & co-founder Platform DutchGameMusic, NL)

Than is a composer for media at GreenCouch, member of the board of the Music institute MultiMedia (MiMM), co-founder of the platform DutchGameMusic and part-time teacher Composition for Media at the Utrecht school of the Arts. His experience in the domain of interactive music can be found in several video- and art-games as well as interactive (art) installations for museums, theatre and the public domain.

Vincent van Warmerdam (Composer, NL)

Marcel A. Wiebenga (Music Supervisor & Business Development Director, Sizzer Amsterdam, NL)

Since 2008 Marcel works at Sizzer Amsterdam. He supervises music for Hyundai, Diesel and Martini campaigns amongst others. He loves boxing and is a member of the local boxing club BAM in Amsterdam.

Join us for a Drink

Pakhuis de Zwijger – Foyer Grote zaal

18:00 – 19:00

What could be better than ending BMIM's information-rich daytime program by raising a glass with some fellow industry folks?

Buma Music in Motion Awards & Dinner

Pakhuis de Zwijger – Grote zaal

19:00 – 21:30

Who will succeed last year's winners Stephen Emmer, Ivo Witteveen and Within Temptation? This evening, which includes an interactive show brought to you by Sober Industries, will reveal the winners of the BMIM Industry Awards and the BMIM Talent Award.

The Buma Music in Motion Awards (BMMA's) are initiated to recognize composers and companies who have made a special contribution to an innovative musical media product. While the most common award shows within the creative industries are mostly focusing on the visual/creative aspects, the BMMA's are focusing solely on the musical product. The Awards are divided into two categories: one main award (covering all categories; Broadcasting, Advertising, Film and Games) for the best multimedia composer or company (industry award) plus a new talent award for up and coming talent, in collaboration with the major educational institutions.

Presented by:

Lexter Woodley (Dutch Einsteins, NL)

An entrepreneur, actrice, model and moderator. Besides her work in the media for television, internet and events, she is also a Master of Laws (LL.M.) and is the proud owner of the recruitment agency for highly educated professionals: Dutch Einsteins.