

# PROGRAM 2014

(May 15, 2014 – Tolhuistuin Amsterdam)



Q&A with Cliff Martinez.....	2
The Sync Game Is Changing. Who Are The New Players, What Are The Rules?.....	3
BMIM New Talent Award: Sounds Like Dutch Finest .....	4
Case Study: Miró at Tate Modern.....	6
Exploring New Markets.....	6
The New Wilderness: Storytelling Through Composing and Sound Design .....	7
Case Study: The Growing Business in Royalty Free Music (Epidemic Sound).....	8
Case Study: Steps to Success in the Changing World of Synchronization (Microsoft / Xbox) .....	9
Sonic Branding Comes of Age .....	10
Article 45d: Challenge or Opportunity? .....	11
Case Study: The Big Bang Theory: Exploring New Horizons In Sound .....	12
OK Go: The Band That Makes Those Cool Videos That Are Loved By Both Fans and Brands.....	13
Listen To Your Brain - The Music and Sounds We Can't Resist.....	14
Networkbash by Buma.....	15

*English spoken*

## **Q&A with Cliff Martinez**

Tolhuistuin – Popzaal

13:00 – 13:45

In an intimate and far-reaching Q&A session composer Cliff Martinez, known for his remarkable work scoring *Drive*, will be revealing how he came across his trademark sound, what inspires him and what drives him to keep on continually developing one of the most distinctive compositional voices in the film industry. Martinez, who was inducted into the Rock and Roll Hall of Fame in April 2012 with the Red Hot Chili Peppers, was also awarded the prestigious Richard Kirk Lifetime Achievement award by the BMI in 2013. He served both as a juror for the 2012 Sundance Film Festival, and on the International Feature nominating committee for 2011 Film Independent Spirit Awards. Martinez's recent films include Robert Redford's *The Company You Keep*, Nicholas Jarecki's *Arbitrage*, and Harmony Korine's *Spring Breakers* (co-composed with Skrillex).

Martinez was born in the Bronx but raised in Ohio, then moved to California in 1976 landing in the middle of the punk movement. After stints as the drummer for the Weirdos, Lydia Lunch and Foetus frontman Jim Thirlwell, as well as the final incarnation of Captain Beefheart and the Magic Band, Martinez joined the Red Hot Chili Peppers playing on the band's first two albums, and later The Dickies. It was during his tenure with the Chili Peppers that he began exploring the new technologies of that era, which would eventually guide him towards the film music world. A tape he put together using these new technologies did the rounds, leading him to score an episode of *Pee-Wee's Playhouse*. The same recording also ended up in Steven Soderbergh's hands and Martinez was hired to score the famed director's first theatrical release, 1989's *Sex, Lies, and Videotape*. Martinez and Soderbergh have since worked together on ten theatrical releases including *Kafka*, *The Limey*, *Traffic*, *Solaris* and 2011's *Contagion*. After his remarkable work scoring *Drive*, his second film with *Drive* director Nicolas Winding Refn, *Only God Forgives*, earned Martinez a 2014 Robert Award (Danish Academy Award), and his upcoming projects include *The Knick*, a 10-episode series directed by Soderbergh for HBO, *The Reach* (starring Michael Douglas), and the Ryan Murphy-directed HBO film *The Normal Heart*.

*Moderator:*

**Prof. Thomas Dolby** (Artist and Professor of the Arts, Johns Hopkins University, US)

For over three decades Thomas Dolby Robertson has crafted a career that blends music and technology. An early star on MTV, his intelligent videos and songs like *She Blinded Me With Science* and *Hyperactive* became huge hits. Recognizing the opportunities for digital distribution of music via the Internet and later through wireless phones, Thomas started Beatnik Inc. in the early 1990s, where he co-authored the audio layer of Java, created the first interactive music sites on the Web, and licensed technology to Nokia, Samsung and Panasonic, to co-develop the embedded software synthesis 'polyphonic' ringtone engine that has shipped in billions of handheld devices. From the Fall of 2014 Thomas will take up an honorary appointment as Professor of the Arts at Johns Hopkins University, Baltimore USA.

*Sync Summit Presents:*

## **The Sync Game Is Changing. Who Are The New Players, What Are The Rules?**

Tolhuistuin – Popzaal

14:00 – 14:45

With fewer and fewer titles and less opportunities to compose for games, television series and even films, the good news is that there are genuinely more opportunities than ever in marketing spots and trailers! But which agencies are the most adventurous and approachable for up and coming composers and sound designers? Traditional music publishers have in the past been the key players, securing the use of songs and getting assignments for songwriters on film and TV projects. But things are changing. As the traditional music business gives way to a more transparent, streamlined digital version of its former self, new opportunities are appearing for artists, song reps, sync agents and publishers. Do the new music agencies only look for music after specific requests, or do they also work like traditional publishers? Do they respect advance agreements (in the same way as a traditional publisher) or pay their composers strictly for business done? Representatives from creative music agencies, traditional publishing companies and independent rights holders share stories of success and struggles to place music in films, TV shows and advertisements. Find out what you need to do to stand out from the crowd and what the essential skills are of the composers who already have careers writing for adverts. Learn how to attract the attention and get the respect of the people who make the decisions.

*Moderator:*

**David McGinnis** (Music & Media Manager, Mute Song, GB)

David McGinnis has twenty-two years experience in the music industry and thirteen years tenure with Mute Song, the vibrant and eclectic music publishing sister to the successful and respected Mute record label. David joined Mute Song in 1999 as Synchronisation Manager and now manages all the company's creative and business affairs activity. As a creative manager for Mute Song David helps identify promising composers to publish, devises and negotiates publishing agreements and works with composers to help ensure their continued success. As synchronisation manager David is responsible for global sync marketing and licensing across the Mute group with support from licensees and sub-publishers around the world. Prior to Mute, McGinnis held licensing positions with PPL and MCPS where he gained an intimate understanding of the legal and technical foundations of commerce in the music industry.

*With:*

**Kyle Hopkins** (Head of Music Supervision, Microsoft, US)

Kyle Hopkins curates soundtracks for Xbox video games, A&R's originally commissioned songs and remixes, and places music in trailers and brand campaigns for Microsoft products. You can also hear Kyle on award-winning KEXP 90.3fm in Seattle, where he hosts two weekly radio programs.

**Joost Haartsen** (Owner Amp.Amsterdam, Manager TV, Film & New Media Universal Music Publishing, NL)

Former band member of chart topping band IOS, in June 2013 Joost founded Amp.Amsterdam, as a direct line for brands and agencies to well known artists, upcoming talent and simply the best music from all over the world. Amp. does sound strategy, music activations and events alongside productions and licensing featuring top artists and composers. Amp.Amsterdam works for MINI,

Heineken, Wieden+Kennedy, 72andSunny, JWT, TBWA and many more.

**Marc van der Haas** (Synchronization Sales Manager, Sony ATV, NL)

Marc started playing Disco and Italo in the mid 80's in different venues in the neighbourhood of his hometown Leiden. Not much later House was introduced and Marc (DJ Marque) caught the virus, performing throughout the country and beyond. This went on until the early 00's.

Meanwhile in the early nineties he started his career in the Music Industry. DMC Holland was the starting point which progressed into The Dance Connexion where he was involved in organising the first edition of the Amsterdam Dance Event. He fulfilled many roles like A&R, promotion, business development for record company's like Rough Trade, ID&T, Strengholt/Purple Eye and United Recordings before he started working for EMI Music Publishing as Synchronisation Manager. Due to the merger with Sony/ATV he pursued his career there in the same role. Sony/ATV is currently the biggest publisher in the world, representing more than 2,5 million commercial copyrights and an impressive library catalogue. Based in the centre of Amsterdam the 3 piece synch team works closely with top clients in the Benelux on worldwide and national campaigns, being a one-stop shop in their music search.

---

*Dutch spoken*

**BMIM New Talent Award: Sounds Like Dutch Finest**

Tolhuistuin – Tuinzaal

14:00 – 14:45

BMIM is once again searching for the best new talent in the country. Students and young professionals have been invited to submit their music and/or a sound design for media to this increasingly prestigious competition. At the New Talent panel, the three best entries will be revealed, and the three composers will discuss their methodology, inspiration and technical challenges, while the judges will be explaining how they made their crucial final choices. At the end of the panel, the winner will be announced.

*Moderator:*

**Sander Kerkhof** (Music Journalist, NL)

Sander is a music journalist, researcher and dj. He currently works on projects for VPRO 3voor12, Sizzer Amsterdam, Red Bull Music Academy and Shuffler.fm. As a dj he has played venues like Paradiso and Melkweg and a host of Dutch festivals. He also makes the well known Song of the Year and Rough Guide to Lowlands mixtapes.

*With:*

**Lodewijk Pöttker** (Senior Producer, Massive Music, NL)

Since 2003 Lodewijk has been active at Massive Music as a producer and music supervisor. Together with various composers and musicians he has been responsible for multiple advertising soundtracks for international brands such as Nike, Audi, Playstation, Heineken, Samsung, Procter & Gamble,

McDonalds, and Coca Cola, as well as audio branding for MTV, TME, Eurosport and many others.

**Bas Kennis** (composer, keyboard-player/guitarist of the Dutch band Bløf, NL)

For the last 15 years Bløf has been one of the most popular bands in Holland and Kennis has been the keyboard-player ever since the band started in 1992. They've made three title-tracks for Dutch movies, of which 'Alles is Liefde' was the most successful. As a band-member Bas always has been trying to get the band to think out-of-the-box, they've always been experimenting with new technologies to make their music more appealing.

**Ralph de Haan** (International Executive Producer, CZAR, NL)

Like many film producers Ralph De Haan gained extensive experience in the world of advertising, working with many leading agencies and brands. He recently joined CZAR films in the position of International executive. Ralph's own directing debut SPITTING INK a documentary on Slam Poetry, premiered at the IDFA and screened at various film festivals around the world. With a passion for music and art in general - in his spare time he polishes his skills as a graffiti-writer and practices piano, but never at the same time.

**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 teacher Composition for Media at HKU (Utrecht University 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.

**Ruurt Staverman** (Music Search, Production & Licensing, Sizzer Amsterdam, NL)

The son of a sculptor and a pianist, Ruurt has always been surrounded with art and music. Born into a creative family, it came as no surprise when he started making electronic music and took up DJ-ing during his first study. Ruurt continued his education at the HKU (Utrecht School of Arts), studying composition and music production. He received his bachelor's degree in 2007 and his master's degree in 2009. Ruurt started his career at Sizzer Amsterdam as a music research freelancer in 2007 and soon after was asked to stay on as a fulltime employee. Apart from music production, he is now head of music research & licensing, in charge of talent scouting and responsible for building up Sizzer's international music industry network. When asked to tell about one of his greatest successes at Sizzer Amsterdam, Ruurt recalls his scouting of Tessa Rose Jackson, who is now one of Sizzer's major composers. Furthermore, Ruurt has launched her label Monocle, does the A&R, and acts as management for Tessa. In his function at Sizzer Amsterdam, Ruurt has worked on international campaigns for brands like Audi, Diesel, Martini, Ikea and Schweppes.



*English spoken*

## **Case Study: Miró at Tate Modern**

Tolhuistuin – Kantoor

14:00 – 14:30

Margaret McGinnis from Antenna International - the market leader in mobile interpretation for the world's museums and cultural and historical sites - will be talking about the multimedia guides Antenna produces for the Tate Modern, London – in particular the Joan Miró exhibition "The Ladder of Escape" for which original music was commissioned from composers Ezequiel Claverie and Ben Chatwin.

*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:*

**Margaret McGinnis** (Global Licensing Manager, Antenna International, GB)

Antenna International is the leader in mobile interpretation for the world's most important museums and cultural and historical sites including MoMA, Van Gogh Museum, Tate Modern, Empire State Building, Stedelijk Museum, Stonehenge, Statue of Liberty and the Vatican. Responsible for licensing all third party content (music, images, archival audio and film, fonts and literature) for Antenna's productions, her previous career was as a professional musician with the bands Laika and Moonshake and as touring guitarist for PJ Harvey and Wire.

*English spoken*

## **Exploring New Markets**

Tolhuistuin – Popzaal

15:00 – 15:45

What are the latest ways of becoming known as a credible composer for a different, previously unconsidered audience? How about creating ambient/contextual music for the Rijksmuseum, or a soundtrack for a Frans Molenaar fashion show, or scoring Holiday on Ice (the world's largest touring live entertainment production, visiting more than 110 cities in 20 countries)...these are just a few examples of alternative ways to make a living through composing. At BMIM there will be more original ideas, new pathways and possibilities to inspire delegates.

*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:*

**Stephen Emmer** (Composer, NL)

Stephen Emmer started in new wave electro-noise group Minny Pops, signed by the UK's Factory Records alongside Joy Division. Emmer got involved with media music in the 1990s, becoming the first in-house composer for both the main public and commercial TV broadcasters in the Netherlands. He also serves as music director, composer and producer for the international Holiday on Ice productions Speed and Platinum. This year Stephen will release the successor to his 2007 album project Recitement.

**Margaret McGinnis** (Global Licensing Manager, Antenna International, GB)

Antenna International is the leader in mobile interpretation for the world's most important museums and cultural and historical sites including MoMA, Van Gogh Museum, and the Tate Modern. Responsible for licensing all third party content (music, images, archival audio and film, fonts and literature) for Antenna's productions, her previous career was as a professional musician with the bands Laika and Moonshake and as touring guitarist for PJ Harvey and Wire.

**Louis Gauthier** (Composer, Gauthier Productions, NL)

Louis Gauthier (1981) is a creative producer, composer and graphic designer from Holland. He composes catwalk-music for the fashion designer Frans Molenaar, alongside projects with Dutch poets Gerrit Komrij and Jules Deelder, where Gauthier blended his music with the original voices of the poets and his graphic work. He also is co-founder of Het Klankcafé (The Café of Sounds) a monthly live show where classical music meets pop and vice-versa in a unique environment.

**Vincent de Koning** (Composer & Partner, Big Orange, NL)

In 1999 Vincent founded Big Orange Music along with Jos Jansen and Ad van Dongen. The main focus of Big Orange is applied music composition and sound design for documentaries, commercials (Volkswagen, Vodafone, Unilver, Trouw, Ben), games and digital (Internet, apps) and film (awarded Gouden Kalf Best Soundtrack in 2006). In 2011 he started developing 3D (Binaural) audio concepts & experiences. He is currently producing all audio (concept, design and music) in all languages for the Rijksmuseum Multimedia App.

---

*Dutch spoken*

**The New Wilderness: Storytelling Through Composing and Sound Design**

Tolhuistuin – Tuinzaal

15:00 – 15:45

Ton Okkerse, the creator of The New Wilderness, one of the most popular movies of 2013, will discuss the importance of music and sound design in the film with composer Bob Zimmerman and sound designer Peter Oskam. They will be looking at what it took to build the team, as well as the technical and creative challenges they faced along the way. They will also be discussing what a movie without any dialogue means for the art of traditional film composing and sound design, and revealing how they found the perfect balance of music, sound and visuals.

*Moderator:*

**Frank Janssen** (Head of Communications, Buma Stemra, NL)

Frank is Head of PR and Communications at Buma Stemra. Previously he worked as publisher and chief-editor of the Benelux trade publication Entertainment Business and as part of the management team of publishing company iMediate. He also worked for Sony Music as marketing manager and is co-editor of the study book Entertainment Marketing (2006).

*With:*

**Bob Zimmerman** (Composer De Nieuwe Wildernis, Süskind, NL)

Zimmerman studied clarinet and piano at the Royal Conservatory in The Hague. The composer and arranger is best known for his film scores for The Evenings, For My Baby (1997), Snapshots (2002), Tirza (2010), Süskind (2012) and The New Wilderness (2013). Zimmerman also wrote the arrangement of Tango Adiós Nonino by Astor Piazzolla, which was played at the wedding of Prince Willem-Alexander and Máxima Zorreguieta.

**Ton Okkerse** (Producer, EMS FILMS, NL)

Ton Okkerse worked with Mark Verkerk and Pim van Collem on the documentary film Buddha's Lost Children, which attracted 40,000 Dutch cinema-goers, and then went on to be screened at over 200 film festivals worldwide. The film was also the Dutch Oscar nomination in 2007. His most recent work is the cross-media concept De Nieuwe Wildernis, which as a film has been seen by over 750.000 people in Holland and Belgium.

**Peter Oskam** (Sound designer, Amaranth Studio, NL)

Peter Oskam started his career as an audio technician at Meta Sound in the 1980s, and was the first Dutch sound engineer to use the Lexus Opus digital workstation. He has 26 years experience during which time he has mixed TV and radio commercials, films and trailers. Since 2012 he has been freelance and works in his own Amaranth Studio in Bussum.

---

*English spoken*

## **Case Study: The Growing Business in Royalty Free Music (Epidemic Sound)**

Tolhuistuin – Kantoor

15:00 – 15:30

Music libraries have long been considered the last resort for supervisors in finding music for TV, games and advertising. Over the last five years, ever more artists find themselves working directly with libraries that demand a large and consistent supply of artist-driven music for synchronization. Especially now that the 'all-you-can-eat' model has become quite normal, clients are sourcing more music than ever from libraries. We weigh in on the issues both positive and negative created by this recent and growing phenomenon.

*Moderator:*

**Prof. Thomas Dolby** (Professor of the Arts, Johns Hopkins University, US)

For over three decades Thomas Dolby Robertson has crafted a career that blends music and technology. An early star on MTV, his intelligent videos and songs like *She Blinded Me With Science* and *Hyperactive* became huge hits. Recognizing the opportunities for digital distribution of music via the Internet and later through wireless phones, Thomas started Beatnik Inc. in the early 1990s, where he co-authored the audio layer of Java, created the first interactive music sites on the Web, and licensed technology to Nokia, Samsung and Panasonic, to co-develop the embedded software synthesis 'polyphonic' ringtone engine that has shipped in billions of handheld devices. From the Fall of 2014 Thomas will take up an honorary appointment as Professor of the Arts at Johns Hopkins University, Baltimore USA.

*With:*

**Oscar Höglund** (CEO Epidemic Sound, SE)

Oscar is co-founder and chief executive officer of Epidemic Sound, the first production music library that gives visual content creators the use of professional-quality soundtracks in any country, on any platform, forever, for only a small fee. In 2004 Oscar joined Zodiak Television, now called Zodiak Media, where he started 5th Element, before starting Epidemic Sound in early 2009 with fellow Zodiak alum Jan Zachrisson.

**Michael Hank** (Marketing Executive, Extreme Music Ltd, DE)

Michael works at Extreme Music as a Marketing Executive. Started in 1992 as a sound engineer in Berlin, when he became A&R Manager at BMG. He's owner of a recording studio with main focus on high end vocal recordings and mastering. Besides that he's a performing artist and GEMA-Member. Maker of modular synthesizer modules and a specialist in vintage recording equipment from broadcasting houses.

---

*English spoken*

## **Case Study: Steps to Success in the Changing World of Synchronization (Microsoft / Xbox)**

Tolhuistuin – Kantoor

16:00 – 16:30

Kyle Hopkins, the head of music supervision for Microsoft and Xbox, has first-hand knowledge of what sort of music gets chosen for all manner of projects including video games, adverts and promotional films. But most importantly he knows exactly why certain songs get the green light, when others do not. Kyle will be dealing the big questions such as 'what are the factors that make the difference between success and failure?' and 'what do you need to do to stand out from the crowd?' in order to help BMIM delegates raise their game, increase their chances of cutting through the clutter around busy music supervisors, and ultimately to have a much better chance of landing a serious commission.

*Moderator:*

**Sander Kerkhof** (Journalist, NL)

Sander Kerkhof is a music journalist, researcher and dj. He currently works on projects for VPRO 3voor12, Sizzer Amsterdam, Red Bull Music Academy and Shuffler.fm. As a dj he has played venues like Paradiso and Melkweg and a host of Dutch festivals. He also makes the well known Song of the

Year and Rough Guide to Lowlands mixtapes.

*With:*

**Kyle Hopkins** (Head of Music Supervision, Microsoft, US)

Kyle Hopkins curates soundtracks for Xbox video games, A&R's originally commissioned songs and remixes, and places music in trailers and brand campaigns for Microsoft products. You can also hear Kyle on award-winning KEXP 90.3fm in Seattle, where he hosts two weekly radio programs.

*English spoken*

## **Sonic Branding Comes of Age**

Tolhuistuin – Popzaal

16:15 – 17:00

In a market that is completely saturated with visual logos and identities, tapping into sound can give brands an edge. Audio branding is something that businesses are now becoming more aware of, and over the next few years its popularity and relevance is likely to keep growing, with this year's Audio Branding Barometer indicating once again that the audio-branding business is thriving and expanding. Total revenue derived by companies involved increased between 2011 and 2012 by 33%. But even more interesting is the growing awareness about sound issues from the client side, with brands getting involved in an increasing number of audio branding projects, and the quality of briefings consequently getting better. At BMIM the panel will be discussing briefings, building a team, the creative process, art or science ?, the power of neuro marketing, how to develop the sound of a brand, the differences between global and local branding, the relevance (or not) of sound design, and much more.

*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:*

**Chico Lemos de Sousa Barbosa a.k.a. Cablejuice** (Composer, 'Albert Heijn', 'Sportlife', 'Bacardi', Cablejuice, NL)

Cablejuice's ability to create 'new' sounds contributed to numerous award winning commercial campaigns for brands like Martini, Vodafone, Heineken, Nike, Sony, Albert Heijn, Delta Lloyd, Renault, Mennen, ING and Nokia. He also created all the theme and incidental music for the Dutch national news channel NOS-news. Next to that, Cablejuice has remixed tracks for several DJs including DJ Tiësto and Ferry Corsten.

**Lance Massey** (Composer, Creative Director Neuropop, US)

A graduate of the Oberlin Conservatory, Lance was one of the first composers to apply algorithmic

compositional techniques to commercial music production in the early 1980s. Lance's music has provided the sound track for some of the world's most recognized brands including McDonalds, Pepsi, Toyota, Diet Coke, and most audibly, his composition of the T-Mobile ring tone. Lance has also produced and worked with artists such as Julee Cruise, Talia Paul, Richard X. Heyman, Jesse Malin and Masabumi Kikuchi.

**Prof. Thomas Dolby** (Professor of the Arts, Johns Hopkins University, US)

For over three decades Thomas Dolby Robertson has crafted a career that blends music and technology. An early star on MTV, his intelligent videos and songs like *She Blinded Me With Science* and *Hyperactive* became huge hits. Recognizing the opportunities for digital distribution of music via the Internet and later through wireless phones, Thomas started Beatnik Inc. in the early 1990s, where he co-authored the audio layer of Java, created the first interactive music sites on the Web, and licensed technology to Nokia, Samsung and Panasonic, to co-develop the embedded software synthesis 'polyphonic' ringtone engine that has shipped in billions of handheld devices. From the Fall of 2014 Thomas will take up an honorary appointment as Professor of the Arts at Johns Hopkins University, Baltimore USA.

---

*Dutch spoken*

## **Article 45d: Challenge or Opportunity?**

Tolhuistuin – Tuinzaal

16:15 – 17:00

The proposed amendment to Article 45D of the Dutch Copyright Act, which if it passes in to law would mean that the author's rights for any music composed for a film are surrendered to the film's producers, will be at the centre of a frank and lively discussion between Buma Stemra's Anja Kroeze, entertainment lawyer Rob van Dongen and BCMM's Johan van de Voet. They will be examining the risks for IP owners, as well as looking at the possible opportunities, asking what effect it might have on the modus operandi of composers and how it will affect their relationship with film producers. They will also be examining what it means for foreign composers working for Dutch producers who create compositions which are then presumed by the Dutch partner to belong to them. Does that only apply to The Netherlands or is the IP owned by the Dutch producer for the world? Can the composer's country of origin oppose a law which does not exist there?

*Moderator:*

**Frank Janssen** (Head of Communications, Buma/Stemra, NL)

Frank is Head of PR and Communications at Buma/Stemra. In the recent past Frank used to work as a publisher and chief editor of the Benelux trade publication *Entertainment Business* and part of the management team of publishing company *iMediate*. He worked 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:*

**Mr. Rob van Dongen** (Partner, Bousie Advocaten, NL)

Rob is responsible for the Music and ICT practice of Bousie Lawyers, a media & entertainment law firm based in Amsterdam. Before that, back in the '80 and '90 Rob played/performed keyboards and vocals in several Dutch bands like Lois Lane and composed/produced together with Prince the Lois Lane album Precious. Rob is particularly specialized in (music) copyright law, neighbouring rights and media law. He assisted, among others, stichting NORMA in its battle – all the way to the Dutch Supreme Court – against ThuisKopie, which concerned private copying royalties granted to American artists and actors.

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

Composer Johan van der Voet made his first recording, ABBA For Children, at age 11. He then attended the prestigious Utrecht Conservatory. He works as a composer at Soundgram Post while also mentoring students in the developments and realities of the music industry. He now sits at the head of BCMM, an organisation that looks after the interests of multimedia composers in The Netherlands.

**Mr. Anja Kroeze** (General Counsel, Manager of Legal Affairs, RTV & Cable, Digital Buma Stemra, NL)

Anja is general counsel and manager of legal affairs, RTV & Cable and Digital at Buma Stemra. In the past Anja worked as a lawyer at the lawfirm Goudsmit & Branbergen in Amsterdam specialising in Intellectual Property. She also spent a couple of years working in the Telecommunications field at Nozema. Anja is a member of the Board of the Dutch ALAI member, the Vereniging voor Auteursrecht.

---

*English spoken*

## **Case Study: The Big Bang Theory: Exploring New Horizons In Sound**

Tolhuistuin – Kantoor

17:00 – 17:30

All too often in commercial reality, sound and music are dictated by a director, or are treated as the hurried final step of a very long process. But what if we worked in a different way? Turning the status quo on its head and taking sound out of its box can lead to incredible results. Creative production outfit The Ambassadors is a place where designers play violins and VFX artists and sound engineers infuse their ideas throughout every stage of the creative process. Senior sound engineer Rens Pluijm, composer and sound designer Sebastiaan Roestenburg and VFX supervisor Ton Habraken discuss the creative ecosystem and the synergistic spirit that have been the life-blood of their work for brands such as G Star and Mona.

*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:*

**Rens Pluijm** (Sr. Sound Engineer, The Ambassadors, NL)

Rens started his career as a Junior Sound Designer at Gort Sound and Music, he became a Senior Sound Engineer at Earforce where he worked for eight years. Rens started the Ambassadors Sound BV in 2007 with four others. These days the team is rather bigger than the original five-strong group with 40 Ambassadors and more to come throughout 2014.

**Sebastiaan Roestenburg** (Composer and Sound Designer, Founder The Ambassadors, NL)

Composer and Sound Designer Sebastiaan Roestenburg attended the Utrecht School of the Arts where he qualified in Composition for the Media and Music Production. In his first job at sound studio Earforce, Sebastiaan worked with every notable Dutch advertising agency on campaigns for the likes of Adidas, Nescafe and Centraal Beheer. Seven years after joining the studio, Sebastiaan founded The Ambassadors with a group of artists, all industry leaders in their own field, from VFX to edit, sound to design and animation. Seven years later and Sebastiaan has composed and designed the sound for campaigns created by agencies such as Wieden + Kennedy, TBWA, DDB & Tribal Worldwide, N=5, and JWT.

**Ton Habraken** (VFX Supervisor, Founder The Ambassadors, NL)

Self-confessed 'VFX Nerd' Ton Habraken developed a passion for creating computer graphics and graphic arts from the age of 12. On graduation from The University of Portsmouth, having studied a Masters in Image Synthesis & Computer Animation, Ton took the leap into TV motion graphics. A chance meeting at a barbeque and an idea that sounded too ambitious to ever become a reality led to Ton founding The Ambassadors, in 2007. Their collective dream was to create the perfect atmosphere to drive creativity and technical innovation.

---

*English spoken*

## **OK Go: The Band That Makes Those Cool Videos That Are Loved By Both Fans and Brands**

Tolhuistuin – Popzaal

17:15 – 18:00

OK Go collaborates with brands in a way that goes much further than just sponsorship. The band's attitude is 'why not produce the video with the support of corporations right from the start – and make it an advert for both, by following their creative instincts?' OK Go has a list of creative projects they want to make, and, as brands approach them, they go through the list to see what would work for that particular sponsor. Brands such as Chevrolet, Google, Samsung, State Farm and others have appeared in their inventive and highly popular music videos, and *Needing/Getting*, a collaboration with Chevrolet, picked up several highly prestigious Lions in Cannes last summer. They also collaborated with Saatchi & Saatchi for the Music Video Challenge competition last year at Cannes Lions, and currently have more than one million twitter followers. *Here It Goes Again* (a.k.a The Treadmill Song) won the Best Video Grammy Award in 2007 and has been viewed more than 20 million times on YouTube. Mike Rosenthal is Digital Strategist for the band and will be talking strategy and digital execution.

*Moderator:*

**Prof. Thomas Dolby** (Professor of the Arts, Johns Hopkins University, US)

For over three decades Thomas Dolby Robertson has crafted a career that blends music and technology. An early star on MTV, his intelligent videos and songs like *She Blinded Me With Science* and *Hyperactive* became huge hits. Recognizing the opportunities for digital distribution of music via the Internet and later through wireless phones, Thomas started *Beatnik Inc.* in the early 1990s, where he co-authored the audio layer of Java, created the first interactive music sites on the Web, and licensed technology to Nokia, Samsung and Panasonic, to co-develop the embedded software synthesis 'polyphonic' ringtone engine that has shipped in billions of handheld devices. From the Fall of 2014 Thomas will take up an honorary appointment as Professor of the Arts at Johns Hopkins University, Baltimore USA.

*With:*

**Mike Rosenthal** (Digital Strategist, OK Go, US)

Mike Rosenthal has overseen strategy and digital execution for the band *OK Go* since 2009. Mike is also the co-founder and organizer of the *Blip Festival*, an international electronic music festival celebrating 8-bit music and visuals.

---

*Dutch spoken*

## **Listen To Your Brain - The Music and Sounds We Can't Resist**

Tolhuistuin – Tuinzaal

17:15 – 18:00

It is our brains that decide what we do - and not our thoughts. And the most relevant and impactful example of this idea lies in neuro-marketing: if you know how a product, advert, or packaging affects the brain, you also know whether or not consumers are likely to be seduced by it. Neuromarketing is one of the major marketing trends of 2014, according to *MarketingTribune*, and on this panel we'll be asking if music is also part of this phenomenon.

The panel will be discussing the ins and outs of exploring consumer's brains using fMRI technology, and Professor Victor Lamme will be explaining the results of his research, detailing what kind of impact music has on our brains. The panel will also be looking at how research can be of use when doing business, and also revealing the spectacular results of the research *Radio 538* carried out. The project, which was in collaboration with *Neurensics*, provided unique insight into the processing and effectiveness of radio advertising, information that is relevant to all businesses who make use of sound in their marketing campaigns.

*Moderator:*

**Frank Janssen** (Head of Communications, Buma/Stemra, NL)

Frank is Head of PR and Communications at *Buma/Stemra*. Previous to that he was publisher and chief editor of the Benelux trade publication *Entertainment Business*, and part of the management

team of publishing company iMediate. He also worked for Sony Music as marketing manager and ran his own consultancy company. Alongside that, he is co-editor of the study book Entertainment Marketing (2006).

*With:*

**Professor Victor Lamme** (Professor of Cognitive Neuroscience, University of Amsterdam and Science Partner, Neurensics, NL)

Victor is an expert in the field of perception and consciousness, author of several books, including *De vrije wil bestaat niet* (Free Will Doesn't Exist), and a partner in Europe's first neuromarketing research and consulting firm, Neurensics. His ideas about consciousness are viewed as groundbreaking and he has been awarded the European Union's most prestigious grant for his work.

**Madeleine van Schendel** (Commercial Strategies, Owner, Mister SAM, NL)

Madeleine recently founded her company Mister SAM. At Mister SAM she combines her passion for brands and music and creates valuable partnerships between them. Mister SAM responds to brands' needs for storytelling and builds a bridge between both worlds. Each partnership is preceded by extensive research on the target audience. Madeleine believes that the best results can only be achieved when a good foundation is set. Previously Madeleine worked for Radio538 where she was part of the team running the Neuromarketing research together with Mindshare and Neurensics. She also was a board member of the International Advertising Association.

**Simone Pieters** (Senior Research Manager, Metrixlab, FR)

Simone Pieters is Senior Research Manager at Metrixlab, a global provider of analytics and consumer insights. We combine survey data, social media data and enterprise systems to help companies to make better and faster business decisions in the field of innovation, brand and customer engagement. She is at the moment working for Brand, Media and Advertising working on (inter)national projects looking at the impact and effectiveness of different Media and Advertising.

---

## Networkbash by Buma

Tolhuistuin – Foyer

18:00 – 21:00

This year BMIM will be holding a networking bash directly after the panel featuring OK Go's digital strategist Mike Rosenthal being interviewed by the legendary musician, entrepreneur and futurist Professor Thomas Dolby. The panel kicks-off at 5.15 and will feature clips of the band's legendary videos, insight into how a group of musicians works so well with brands, and maybe even a hint or two as to what to expect next from a band currently preparing a new album. Directly after the panel, BMIM opens its doors to the wider creative community in Amsterdam with a networking event that gives BMIM delegates the opportunity to meet and chat with the very best minds in this creative city over a snack and a drink.