

PROGRAM 2015

(May 12, 2015 – Tolhuistuin Amsterdam)



Blurred Lines: Style-a-like Music and Plagiarism	2
From Band to Screen II.....	3
'Sounds of the World': Collaboration and Co-Creativity with Microsoft Lumia	4
Ableton Workshop	5
Music Supervisor Sync Listening Session	6
All Change in the World of Copyright	7
Towards a New Kind of Brand/Music Partnership.....	8
Ciclope Festival Winners Reel 'Sound'	9
The Art of Selling a Film in Music.....	9
BMIM New Talent Award: Sounds Like Dutch Finest	11
Real Violin - Humanising the MIDI Environment	13
Airplayclaim.nl	14
Talents For Brands	14
Songvertising: Where Are the Real Opportunities?.....	15
Virtual Reality: A New World for the Music Industry?.....	17
Networkbash by Buma.....	18

English spoken

Blurred Lines: Style-a-like Music and Plagiarism

Tolhuistuin – Concertzaal

13:00 – 13:45

There's been a lot of debate recently about whether Robin Thicke plagiarized Marvin Gaye, if Sam Smith plagiarized Tom Petty and the rights and wrongs of Vodafone's use of a sound-a-like of Dotan's Home. The big question is: did copyright infringement occur? At the same time there are many less public disputes with rights owners alleging 'passing off', where, due to insufficient budgets to clear the original, style-a-like music has been commissioned. With recent press stories shining a spotlight on the mistaken identity of music soundtracks in TV ads, this seminar aims to expose the myths and realities of infringement and how composers can avoid potentially disastrous and expensive mistakes. What are the legal issues involved when taking inspiration from the work of other musicians, and what processes can actually cause things to go wrong? How should you handle a situation where you as a composer get such a claim? Or, looking at it from the other side, what should you do when a sound-a-like of your music is used in a campaign? A panel of experts including eminent musicologist Peter Oxendale (considered to be one of the world's leading forensic musicologists) and leading music business and copyright lawyer Margriet Koedooder, offer you the benefit of their vast experience.

Moderator:

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

Frank is Head of Communications and PR 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:

Peter Oxendale (Owner, Peter Oxendale Musical Services, UK)

Peter Oxendale studied at the Royal Academy of Music and King's College, London. He is considered to be one of the world's leading forensic musicologists. His client list extends to the UK, Europe, South Africa, India, Scandinavia, Australia, New Zealand and the USA. He has given evidence at trials in the UK, the Republic of Ireland and the USA and receives an average of 400 new instructions per year.

Margriet Koedooder (Owner/lawyer De Vos & Partners Advocaten, NL)

Representing some of the biggest names in the music industry for over 30 years, Margriet Koedooder works as a lawyer and litigator for the music business, including corporations, artists and authors. As such, she has handled several plagiarism cases for clients both in and outside the Netherlands. She handled and won the Tiësto-case, represented Sony and Akon in a plagiarism lawsuit and she has participated in several Buma/Stemra plagiarism cases. She is at the forefront of the latest developments in the music industry, including synch, contracts and all aspects of the digital market. She is also an author of articles and books on music law, such as the Praktijkgids Artiest en Recht, the only book of its kind in the Netherlands explaining all legal aspects of the music industry.

Dutch spoken

From Band to Screen II

Tolhuistuin – Concertzaal

14:05 – 14:50

What do De Staat, Daft Punk, Massive Attack, Jay Z and The Chemical Brothers have in common? They are all recording artists who have successfully crossed over into the world of composing for film, television and advertising. For as well as Original Song as Score. 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 firsthand account of their experiences, and the role their artistic brand equity played in the marketing of the film.

Moderator:

Stephen Emmer (Composer and Owner, Stephen Emmer, NL)

Stephen is an independent, international composer/arranger/artist based in Amsterdam. He has recorded for and written, performed and collaborated with artists such as Lou Reed, Midge Ure, Julian Lennon, Glenn Gregory, Billy Mckenzie, Mary Griffin, Peter Coyle, Claudia Brucken, Martha Ladley & producers such as Tony Visconti, Flood, Trevor Horn, Steve Power, Martin Hannett & Nigel Gray. Next to that he has been involved in many broadcast and cultural projects or events as a mediacomposer, music director and -supervisor. In his spare time he was co-founder of modern music magazine Vinyl and mediamusic conference Buma Music in Motion and had various own radioshow both on-air and online.

With:

Djurre de Haan (band: awkward i, screen: Aanmodderfakker, De Ontmaagding van Eva van End, Vingers, Cowboys Janken Ook, Beestieboys)

As awkward i, Djurre de Haan is known for his delicate popsongs, releasing two albums on Excelsior Recordings and touring Europe and the US. As a composer, Djurre works for film, tv and theatre. For Maas TD he composed and played the score to three of their mayor plays. In the VPRO tv-show Beestieboys Djurre teamed up with Tim Knol for the leader and soundtrack to the series. But best known is Djurre for his films, being nominated for a Gouden Kalf (Dutch Film Award) for Best Music twice the last two years. Especially his work for Aanmodderfakker, awarded Best Dutch Film of 2014, has given Djurre a chance to show himself as a composer. Currently, Djurre is working on a new film, a new play, a new album and touring the country.

Roald van Oosten (band: Caesar, Ghost Trucker; screen: Groenland, De Grens, De Van Waveren Tapes)

A versatile musician who grew up in Brussels and Haarlem, Roald van Oosten became well known as the singer-guitarist of the legendary Amsterdam indie band Caesar. The band released several

successful albums on Excelsior Recordings in Holland, and in the UK. One of their later albums was produced by Steve Albini, the recordist behind Nirvana and The Pixies. Caesar toured in Europe and the US, with highlights including Pinkpop and Lowlands. His pop sensibility and ghostly theatrical soundscapes are very well-received in the worlds of theatre, film, and television. In 2012 he composed the music for Martin Crimp's In The Republic of Happiness. Playwright Crimp invited Roald to collaborate on his new play, which opened in the Royal Court Theatre in London. In 2015 Roald van Oosten released a new song Nightwords on With a Messy Head, the indie label from Paris. A second song Snug was released one month later on the Where the Candybeetle Dwells compilation.

Torre Florim (band: DE STAAT, screen: FIFA '14, EA Dirt, Just Cause 3, Hollands Hoop, Het Leven Volgens Nino)

Torre is composer and producer, as well as frontman for his band DE STAAT. The music from Torre and DE STAAT has been included in the last trailer of Just Cause 3, in the games FIFA 2014 and Colin MacRae's Dirt 2, two Dutch TV Series, Hollands Hoop and De Fractie, and kids movie Het Leven Volgens Nino. With DE STAAT he has played on national and international stages, including festivals like Glastonbury, Iceland Airwaves, SXSW, Lowlands and Pinkpop. He is working now from his own studio, writing and producing for other artists as well as his own projects.

English spoken

'Sounds of the World': Collaboration and Co-Creativity with Microsoft Lumia

Tolhuistuin – Tuinzaal

14:05 – 14:50

'Sounds of the World' is a unique collaboration between Microsoft Lumia and esteemed music schools from around the world. Our Microsoft Phones Sound Design Team worked closely with the students to create localised ringtones, designed for regions outside Europe and North America, and which are preloaded in our latest range of Lumia devices," says Microsoft's Principal Sound Designer, Henry Daw. "At Microsoft Lumia, and during the previous era under Nokia, Daw and his team have been charged with ensuring that every one of the ringtones offered is well thought out and carefully crafted for use. "It is our belief that every single person should be able to find at least one ringtone they would want to use from our devices. We need to cater for a vast array of preferences, which can diverge along the lines of culture and locality, and our localised ringtones are designed to cater for such differences, whilst reflecting the versatility of the brand." During BMIM, Daw will demonstrate how to provide localized content and show how it has enabled Microsoft to capture some of the most exciting, evocative, and vibrant music from around the globe, whilst emphasising the company's belief that brands should be open for collaboration and co-creativity within the audio realm.

Moderator:

Gary Smith (Journalist, FR)

Multi-lingual (French/Spanish/Dutch) journalist, translator, copy writer and daytime conference

programmer/moderator at the Amsterdam Dance Event, Buma Music in Motion, RMC and Buma Rotterdam Beats. Regular writer for Television Business International (TBI), Cannes Lions Daily News, Locations Magazine, MIDEM News, MIPTV & MIPCOM News, Sportel and the Monte Carlo TV Festival magazine. Specialist subjects include music, technology, social networking, advertising, online media and business strategy.

With:

Henry Daw (Principal Sound Designer, Microsoft, US)

Henry works as a Principal Sound Designer for Microsoft Phones Design Team, based in London. He was part of the recent transfer over from Nokia, and prior to that had been working for over 12 years in the Nokia Sound Design Team. Over the years, Henry's role has seen him responsible for the sounds of Nokia's Nseries flagship range, working alongside various artists such as Brian Eno and Kruder & Dorfmeister on the Premium range of handsets, developing the extensive regional ringtone offering, and overseeing the most recent core brand sounds renewal work under Nokia, which included the refreshed Nokia tune. Current responsibilities include continued development of the regional ringtone offering, bespoke sound design, user research, platform user interface sound development, and ringtone and alert tone production, whilst working for over 100 product programs since 2002 and creating ringtones that have gone out to literally billions of devices worldwide.

Ableton presents:

Ableton Workshop

Tolhuistuin – Expozaal

14:05 – 14:50

This workshop will provide an understanding of the design and functionality, and unique features of Ableton Live. You will also receive practical skills in importing/exporting standard music and audio file formats, creating and editing MIDI, synthesis/sound design and basic mixing.

With:

Menno Keij (Ableton Certified Trainer, Edutones, NL)

Menno produces electronic music since 1999. In 2009 he became Ableton Certified Trainer and established Edutones. Traveling throughout the Benelux with his laptops, keyboards and loads of other gear, he offers group training on music academies, schools and events. Moreover, he helps artists to design their customized live setup. His specialty is matching his support to the level of the participants, whether they are novices or professionals.

Sizzer presents:

Music Supervisor Sync Listening Session

Tolhuistuin – Boardroom

14:05 – 15:55

Pitch your song to a top TV, film and advertising music supervisor in a unique, closed-door listening session. This rare opportunity gives you the chance to have your music heard by a music supervisor and to get honest, expert feedback about licensing potential, song quality, and general usability for films, TV series and adverts. The session is open to managers, publishers, and songwriters, and is limited to one song only per representative. Real pitches are also welcome: if you know what the music supervisors are working on, you can pitch a song for potential inclusion in one of their current projects.

Sign up at sessions@buma-music-in-motion.nl to join the Session. The deadline to submit is Thursday, May 7th.

Moderator:

Sander Kerkhof (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:

Alethia Austin (Music Supervisor, Sizzer Amsterdam, NL)

With over 10 years of experience in the music industry as a music supervisor for film and tv, Alethia shares a wealth of knowledge and experience. Hailing from California, Alethia has worked on a number of projects spanning ESPN, VH1, MTV, CBS, several movies and trailers. Alethia landed her first gig as a music supervisor in 2007 on an indie film and that led to a long and fruitful career as an independent music supervisor. She continues to write about music with a focus on up and coming artists, international artists and artist interviews. In addition to her trademark enthusiasm for music, Alethia is recognized for her love of burritos, Willie Nelson and when not working in music, she can be found throwing herself out of airplanes.

Eric David Johnson (SVP Executive Music Producer, McCann Erickson, US)

Eric David Johnson (aka DJ Bunny Ears) is a music supervisor, DJ, director, musician, filmmaker, writer, artist, curator, futurist, photographer & producer. Though he's truly rooted as an independent artist, he spent over fourteen years in the advertising industry, working first at Wieden + Kennedy then at Young & Rubicam New York, DDB Chicago, Search Party Music and now as SVP Executive Music Producer at McCann Erickson. He worked with Nike, Coke, Target, Pepsico, Google, Microsoft, Budweiser, Reebok, McDonald's and many more.

Jordan Passman (Founder, SCORE A SCORE, US)

Jordan, one of FORBES' 2014 30 under 30: Music entrepreneurs, founded SCORE A SCORE in May 2010. A Los Angeles native, Jordan runs the company from his west coast headquarters, based in West Hollywood. SCORE A SCORE's innovative approach to music licensing, creation, placement, and

supervision has been recently featured in the LA Times' prestigious Calendar section, Billboard's TOPLINE Think Tank, and Mashable.com's "Spark of Genius Series." Jordan was one of Bloomberg Businessweek's 2011: America's Best Young Entrepreneurs as well as Businessweek's readers' vote for 'Most Promising Business'. Jordan is also the music supervisor for Netflix' original docu-series Chef's Table.

Dutch spoken

All Change in the World of Copyright

Tolhuistuin – Tuinzaal

15:10 – 15:55

Although it can be a major industry driver, technological innovation does not have a monopoly on the dynamics influencing the world of copyright. And in fact a multiplicity of recent legal developments around previously tightly controlled copyright practices have resulted in a new kind of flexibility, which means that there is plenty to discuss, especially in terms of opportunities for copyright holders. How do composers, lyricists, music publishers, music users and collective management organisations deal with issues such as flexible rights management on the international scene? What role does the author contract law play? And how will the European Directive on collective management affect the use of music used in games? Major issues and big questions about which we are delighted to be able to call on the knowledge and experience of some leading experts.

Moderator:

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

Frank is Head of Communications and PR 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:

Wim van Limpt (Director Member Services, Buma/Stemra, NL)

At Buma/Stemra, Wim is responsible for the service provided to rightholders. In his department he implemented a new working method which strongly improved the quality of customer contact. Meanwhile, with this new process, he has taken major steps in areas such as continuity and availability. Van Limpt studied Law and Economics at the University of Tilburg and Leadership Development at Business University Nyenrode.

Johan van der Voet (Owner, Soundgram and President Board of Directors BCMM, NL)

Johan 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. In 2012 Johan was nominated for the "Best Media Composer" award.

Robbert Baruch (Manager Public Affairs, Buma/Stemra, NL)

Born in Amsterdam Robbert is a highly networked activist, responsible for maintaining and influencing Dutch, European and global political and civil networks at Buma/Stemra. Alongside that, he's a lecturer in politics and lobbying at universities and chairman of the Stichting De Acteerstudio.

English spoken

Towards a New Kind of Brand/Music Partnership

Tolhuistuin – Concertzaal

15:10 – 15:55

Music may be as old as humanity itself, but the technology that surrounds it is going through changes every bit as rapid and as profound as those happening elsewhere in the digital world. Against that backdrop, a symbiotic or mutually beneficial relationship between music and brands has been happening ever since brands were first recognised and advertised, but what does all that technological innovation really mean for the future business of creating meaningful relationships that enhance brand awareness, and what new opportunities are being created by technology's relentless march forward? Are there new possibilities for driving business around a brand through creative partnerships with musicians? And what sorts of deals are musicians being offered these days by agencies? With the music business now a very different one to ten years ago, has that weakened musicians' ability to leverage their talent when it comes to making deals?

With:

Tom Lodge (Senior Manager, EMEA, PR & Culture, Sonos, NL)

Tom used to be senior manager PR at Blackberry. Since 2012 is Tom responsible for PR and culture marketing in the EMEA region for Sonos.

Gilles de Smit (Owner, 22Tracks, NL)

Gilles is CEO and co-founder of 22tracks. 22tracks.com a jukebox consisting of 22 playlists of different genres. Each playlist is filled with 22 tracks selected by specialized DJ's from Amsterdam, Brussels, London and Paris. The company was founded in 2009 by Gilles and Vincent Reinders and gained an enormous popularity since then. It proved that people are looking for curators on the web. Gilles started his career at the prestigious Dutch event organisation ID&T, where he was responsible for all online projects, helping ID&T to set the first steps online. He produced Europe's first live 12 hours party internet broadcast during Innercity '99. Gilles worked for online advertising agencies like Lowe Lintas (Ozlo) and also worked for companies as Rabobank and Ajax. Gilles spoke at Eurosonic / Noorderslag, The Next Web, UvA, HvA, Amsterdam Dance Event, Midem, Online Tuesdays, Glimps and many other events.

Denis Doeland (Owner, DDMCA, NL)

Constantly busy with and a passion for Internet Strategy, IP Rights, Publishing, Analytics, Social Media and New Business Models for several branches. Denis has a wide interest in digital media and other media. He's experienced in media, online business, online commerce and business models. Analytical and conceptual skills are more than present. Denis worked with Armada Music, 8ballMusic, Dance Therapy, 22tracks, 538, SlamFM, Herome, UDC, Art of Dance, Whoopaa, HRMatches, MicroStrategy, ThePowerGeneration, Oger Fashion, Lief!Lifestyle, Ambiance Technology.

Remko de Jong (Protocol Management, Head of Strategy, Safari Sundays, NL)

Remko is Nicky Romero's manager at Protocol Management. Furthermore he's Head of Strategy at Safari Sundays, Marketing and Communication manager at bobble Benelux and Strategic Consultant at Conspiracy Sinc.

Ciclope Festival Winners Reel 'Sound'

Tolhuistuin – Expozaal

15:10 – 15:30

Ciclope International Advertising Craft Festival

CICLOPE Festival is the only international conference fully dedicated to the "craft" in moving image. Anually held since 2010, Ciclope Festival is a two day event and moved from Buenos Aires to Berlin. In the last few years, it has become a platform for directors, creatives, artists, producers, digital creatives and clients to share knowledge, be inspired and celebrate the best work. Unlike advertising festivals, CICLOPE Festival focuses on the art of execution, rather than the ideas. Whether it's a TV commercial, a mobile app or an interactive installation. Buma Music in Motion joined forces with Ciclope to promote the role of music and show you the winners of the Ciclope Awards. An outstanding celebration of the very best of the year in the categorie Sound.

English spoken

The Art of Selling a Film in Music

Tolhuistuin – Concertzaal

16:15 – 17:00

Contrary to popular belief, the music in movie trailers is not taken from the film. In a good trailer, the music must have a momentum or at least some kind of pulse that constantly moves the action forward...after all, what's a good movie trailer without a killer song to drive home all the explosions and action scenes? A trailer usually features at least three tracks, with a typical formula featuring a soft start that builds, leading to a climax that fades and hopefully leaves people stunned. It is, in effect, a two minute advert for the movie, and the trailer score has to primarily serve that marketing need. The action and dialogue might be the core of the trailer, but the pacing and the emotions

conveyed are often dictated by the music, which, edited together with the visuals, forms an important basis for branding the film. BMiM has assembled a team of experts who will be revealing how they work, as well as where they see trailers heading now that so many films have more than one preview, and often get a first release online. Does more spots mean more opportunities? How can you and your music benefit? This panel reveals everything you need to know about scoring trailers.

Moderator:

Gary Smith (Journalist, FR)

Multi-lingual (French/Spanish/Dutch) journalist, translator, copy writer and daytime conference programmer/moderator at the Amsterdam Dance Event, Buma Music in Motion, RMC and Buma Rotterdam Beats. Regular writer for Television Business International (TBI), Cannes Lions Daily News, Locations Magazine, MIDEM News, MIPTV & MIPCOM News, Sportel and the Monte Carlo TV Festival magazine. Specialist subjects include music, technology, social networking, advertising, online media and business strategy.

With:

Bobby Gumm (VP, Trailerpark, US)

Bobby is Vice President at Trailer Park, one of the largest and most prolific ad agencies in the world, where he oversees all things music. With just over a decade of music supervision experience Gumm has supervised hundreds of trailers/campaigns and has spoken internationally on the subject. Some of his more recent highlights include trailers for Mad Max: Fury Road, Interstellar, Ant Man, Inside Out, Big Hero 6, Godzilla, Guardians of the Galaxy and The Great Gatsby.

Peter Alderliesten (Editor and Vice President, Netherlands Association of Cinema Editors, NL)

Peter has been working as a film editor for the last 16 years, specializing in feature films and trailers. He has worked on both commercial and arthouse productions, some of which were very successful (Pak van Mijn Hart, Oorlogsgeheimen, Amstel, Nutella, Verkade). Peter is co-founder and vice-president of the Netherlands association of Cinema Editors (NCE), guest teacher at the Dutch Film Academy, coach at Trailerpark and Rutger Hauer Film Factory and member of the European Film Academy. In 2003 he was awarded best editor for Phileine Zegt Sorry at the Dutch Film Festival, and in 2007 he was again nominated for Alles is Liefde.

Tom Player (Composer, The Hobbit, Game of Thrones, Maleficent, GB)

Tom is an award winning British composer, working in London. Working primarily in music to picture, Tom is best known for his work in advertising & film trailers, with The Hobbit, Game of Thrones, Far From The Madding Crowd, Blackhat, Maleficent, Captain America and more. Tom has also recently released "Resonance Theory" - an exciting hybrid of orchestral synth hybrids, recorded at Air studios in London with the 80 piece English Session Orchestra. Tom has received national press coverage in The Sunday Times for his compositions, and given several interviews, appearing as a guest lecturer at universities around the UK. Previously working closely with Hollywood composers Hans Zimmer, Ramin Djawadi & Lorne Balfe - on titles The Dark Knight, Frost Nixon & Iron Man and more. As a cellist, Tom is as comfortable writing for live orchestra & choirs as he is with synthesizers and sound sculpting. After a brief period at Remote Control productions, further film work led into a career as

the global synchronisation manager for Cutting Edge Group. Tom is currently working on his second album, to be recorded in London in 2015.

Dutch spoken

BMIM New Talent Award: Sounds Like Dutch Finest

Tolhuistuin – Tuinzaal

16:15 – 17:00

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:

Hessel Herder (Owner, Soundscape, NL)

Hessel started his career as a studio engineer at the Bolland Studio's, also gaining insight into the proces of act-making. In 1999 he made the transition to the (in)famous Wisseloord Studio's where he spent day and night working with Stereophonics, Bon Jovi, Cranberries, Cryssie Hynde and many more. At the end of 2002 he decided to venture into the world of music for media & brands, taking on the position of music producer at Soundscape Music: a job in which he could further express his passion for music and apply his broad experience and extensive network. It also enabled him to get back into composing. In 2006 he became one of the owners of the company. Over the last 12 years he has worked with a plethora of national- and international agencies & brands like Adidas, Reebok, BMW, Mercedes,VW and Braun.

Joost Haartsen (Owner, Amp Amsterdam, NL)

Former band member of chart topping band IOS and a music industry veteran working for BMG & SonyBMG. In June 2013, Joost founded Amp.Amsterdam. Amp.Amsterdam is the direct line, for brands and agencies, to renowned artists, upcoming talent and simply the best music from all over the world. Working one on one with global artists enables Amp.Amsterdam to be the first in the know of what's hot and new in music. Amp does sound strategy, music activations & events

alongside productions and licensing using top artists and composers, powered by the back office and music search capabilities of the global network of Universal Music Publishing as their official synchronization partner for the Benelux. Amp.Amsterdam works for Vodafone, Heineken, Wieden+Kennedy, 72andSunny, JWT, TBWA, 180Amsterdam, Indie, Dannon, Corona and many more...

Perquisite (Composer, NL)

Composer/producer Perquisite started to create beats at age 14; having played the cello since his early youth, he has always been involved with and inspired by all kinds of music, ranging from classical and 60's to Hip Hop and Jazz. In 2004 he started working with Pete Philly as the Hip Hop duo Pete Philly & Perquisite; a successful collaboration that would last until 2009 and brought forth two critically acclaimed studio albums. After their split up, Perquisite moved into the field of film composing. For his first endeavor, the film 'Carmen van het Noorden' in 2009, he was awarded with a Golden Calf (Dutch Oscar). In 2010 Perquisite released the album 'Across': a collaboration with 12 different vocalist. Next, he collaborated with the singer Kris Berry on their 2013-released album 'Lovestruck Puzzles'. Kris Berry & Perquisite embarked with their band on an extensive live tour and their single 'Let Go' became 3FM Megahit. Besides his own work, Perquisite continues to be active as a composer for film, documentary and commercials. His recent work includes the music for 'Lotus' (2011), 'Hartenstraat' (2014) and 'Wiplala' (2014). Apart from being active as a composer/producer, Perquisite also runs his label Unexpected Records since 2001, has been responsible for the management of Pete Philly & Perquisite and Kris Berry & Perquisite and, since 2013, is one of the board members of Dutch copyright organization Buma/Stemra.

Ralph de Haan (Executive Producer, NL)

Like many film producers Ralph gained extensive experience in the world of advertising, working with many leading agencies and brands. Previously as executive producer for companies like CZAR and Hazazah films, and currently at agency side. 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 plays the piano, but never at the same time.

Roel Oude Nijhuis (Executive Producer, 100% Halal, NL)

Roel is co-owner from 100% Halal. The Amsterdam based film production company and photography agency was founded in 2010 by producers Gijs Kerbosch, Roel Oude Nijhuis and Gijs Determeijer. The focus is to create purely creative work through documentaries, fiction, commercials, photography and music videos. In 2014, they released three documentaries (selected at Hotdocs and Locarno 2014), produced two short fiction films (selected at Berlinale 2014), over 25 commercial shoots and over 100 photo shoots. Their creative muscle has made waves in the commercial arena, working with clients such as Adidas, EA Games, Heineken, Fox Sports, Converse and Nike.

Prolody and HKU Present:

Real Violin - Humanising the MIDI Environment

Tolhuistuin – Expozaal

16:15 – 17:00

One of the most profound differences between the recorded performance of an acoustic instrument and a programmed MIDI production using a sample library, is the significant absence of expected behavioural information. This is despite the fact that both types of productions depend on recordings made with notes played by people, the content of sample libraries being based on single notes or complex phrases that have nonetheless been performed. There is a broad range of reasons why it is nearly impossible to integrate human behaviour in to a MIDI production, including the fact that there is no way on MIDI to define the triggered content. The Real Violin application makes it possible to present a serious alternative to conventional MIDI production methods which can include human performance behaviour, and in a faster, more natural, more effective way, but with similar budget and workflow parameters, and with significantly better end results. Following an introduction by teacher and mentor Rens Machielse, Dennis Braunsdorf, from the Master Degree program at HKU and the creator of Real Violin, will demonstrate his invention.

With:

Dennis Braunsdorf (Composer and Owner, Prolody, NL)

Starting in 2009, Dennis Braunsdorf has studied "Composition and Music Production" at the HKU University of the Arts Utrecht in the Netherlands. In 2013 he archived a Bachelor of Music with honors at HKU and a Master of Arts degree at the Open University of London. Dennis has chosen to specialize in orchestral and electronic compositions for film and TV productions. In the last four years he has already established a list of credits, including compositions for cinema movies, short films, commercials and TV shows. Using a self-developed composition technique Dennis creates a unique sound pallet for each project. For his technique Dennis achieves in 2014 the Buma Music in Motion Award. Since september 2013 Braunsdorf follows a Master of Music degree program at the HKU and since 2014 a PhD research degree program at the University of Bournemouth.

Rens Machielse (Director, HKU University of Arts Utrecht Music and Technology, NL)

Rens Machielse is Director of HKU Music and Technology, one of the eight schools of HKU University of the Arts Utrecht. He is also senior lecturer Composition for the Media and program leader of the research program Music Design. He was awarded a Master of Philosophy based on research on collaboration and interaction in narrative postproduction. Rens had a career as media composer for almost thirty years and got several awards for his film music in London and New York. He lectured film music at the Film Academy Amsterdam and the Film Academy Baden Württemberg and initiated together with fellow composers the Dutch Muziek Instituut Multimediale Muziek. He is also a member of the editorial board of The New SoundTrack, a magazine on the relationship between sound and moving images.

Dutch spoken

Airplayclaim.nl

Tolhuistuin – Boardroom

16:15 – 17:00

Since the launch of the website Airplayclaim.nl mid 2012, an initiative by Buma/Stemra, more than €1,5 million have been paid to rights holders on the basis of submitted claims. Despite this great result aplayclaim.nl offers many opportunities for rights holders to get paid for their copyrights when music is used but could not be identified. Luuk van der Meer and Marthijn Stens of Buma/Stemra will explain how the website airplayclaim.nl can help you to maximize the return on your copyright.

With:

Luuk van der Meer (Division Distribution, Buma/Stemra, NL)

Luuk works for Buma/Stemra at the Division Distribution and is responsible for reporting and analyzes. He also writes proposals for improvements for management and the board and monitoring the quality of distributions. In addition, Luuk monitors the music landscape in the Netherlands to be able to adjust (un) requested proposals for improvement. He is involved in the role of project manager for the implementation of Airplayclaim.nl.

Marthijn Stens (Process Manager Distribution, Buma/Stemra, NL)

Since 2009 Marthijn is Process Manager Distribution at Buma/Stemra. He has a leading role in the end to end process for the distribution category media (radio and television). Additionally Marthijn has supported several improvement and change projects within Buma/Stemra. He studied business economics and was previously active in various commercial and operational functions in the facility contact center industry.

SMP Presents:

Talents For Brands

Tolhuistuin – Tuinzaal

17:15 – 18:00

Getting your music used in an ad campaign can be quite a challenge. But it shouldn't be. Ad agencies are desperately looking for great music and relevant artists that help them build their brand. What is lacking is an intermediary that brings these two sides together in a way that is mutually beneficial. That's what Talents for Brands aims to do. This is a revolutionary new initiative set up by award-winning composer Martijn Schimmer. It combines the unlimited creativity and dedication of an individual artist with the flexibility and professionalism of a big-time music production agency. How does it work? How does it give your work more exposure? And how can it make your life easier?

Moderator:

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

Frank is Head of Communications and PR 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:

Martijn Schimmer (Composer & Owner, SMP | Amsterdam, NL)

Martijn is an award-winning composer and producer of media music. He is founder and chief executive of SMP | Amsterdam, Scripted Music and the recently launched Talents for Brands. He has created some of the most recognizable TV themes — most identifiable by just a few notes. His work includes music for such iconic shows as The Voice, Deal or No Deal, De Wereld Draait Door and RTL News. Each year he is also responsible for scoring two to three theatrically released films, including for film studios such as Disney and Paramount. He has also composed and produced idents for television stations, musical scores for commercials and several chart-topping pop songs. While working from his state-of-the-art studios in Amsterdam, Schimmer heads up a dedicated team of audio producers and music specialists. Schimmer's music is heard in more than 150 countries worldwide. In 2012 he won an ASCAP Film & Television Award for his theme music for the American edition of The Voice.

English spoken

Songvertising: Where Are the Real Opportunities?

Tolhuistuin – Concertzaal

17:15 – 18:00

As the music industry shifts permanently from selling sound-carriers to being powered by streaming that earns mere fractions of cents, and as the stigma once associated with acts allowing their music to be used in ads fades away, more and more recording artists are gravitating towards one of the few parts of the industry that is growing, namely synchronization. A form of revenue that was once seen as morally questionable for artists has now become one of the fastest growing, most credible and sought-after opportunities out there. As this phenomenon continues to change the shape of the music industry, BMiM has assembled a team of experts who will be revealing where they see the industry heading and how you and your music can benefit from new and emerging areas. The panel will be looking at the musicians and bands who have benefitted most from Apple's use -for example- of their songs in advertising, as well as exploring how to create a successful synch that breaks a song and cuts through all the competing noise. Our experts will also be discussing where the industry is heading, how to get your music in an ad campaign, how many hoops you and your song need to go through to make it on air, and the best ways to pitch your music to music supervisors.

Moderator:

Mark Frieser (Founder, SyncSummit, US)

Mark Frieser founded SyncSummit, SyncHaus and SyncExchange, companies bringing together global buyers, sellers, producers and makers of music for visual and interactive media projects. Mark's career in music, tech and events began in 1983 at age 17 when he wrote his first professional concert review (Gang Of Four). Since then, he's produced over 500 events, edited/wrote in numerous publications (including Billboard), co-launched the US ringtone charts with Billboard, helped found/grow tech/content efforts at Jupiter Communications, News Corporation, About.com, iVillage, Nielsen, WomenJapan, Zedge/IDT, Index and Jerusalem Venture Partners. Mark's based in New York City and was educated in NY and France.

With:

Andrew Charles Kahn (Owner, Good Ear Music Supervision, US)

As founder of Good Ear Music Supervision (GEMS), Andrew Kahn selects and licenses music for ad campaigns from brands such as Nike, Apple, Google, Target, adidas, Southern Comfort, ESPN, Cadillac, and many more. From 2007-2011 he served as the in-house music supervisor at TBWA/Media Arts Lab, overseeing music for Apple's iconic commercials, and prior to that as the Music Coordinator on HBO's 'The Sopranos.' Andrew keeps on his musical toes DJ'ing events in LA and NYC, and consulting for do-good organizations like Human Rights Watch, Konkuey Design Initiative, and FixFood.

Eric David Johnson (SVP Executive Music Producer, McCann Erickson, US)

Eric David Johnson (aka DJ Bunny Ears) is a music supervisor, DJ, director, musician, filmmaker, writer, artist, curator, futurist, photographer & producer. Though he's truly rooted as an independent artist, he spent over fourteen years in the advertising industry, working first at Wieden + Kennedy then at Young & Rubicam New York, DDB Chicago, Search Party Music and now as SVP Executive Music Producer at McCann Erickson. He worked with Nike, Coke, Target, Pepsico, Google, Microsoft, Budweiser, Reebok, McDonald's and many more.

Hans Brouwer (Owner, MassiveMusic, NL)

Hans started his career as a producer and partner at Soundscape in Hilversum. His entrepreneurial drive, passion for music and management skills led to playing a key part in creating his own company in 2000, MassiveMusic. Focusing on the musical DNA of brands and developing clever ways to connect brands to music and vice versa, MassiveMusic grew out to be a full service Music Agency. With offices in Amsterdam, London, New York, Los Angeles, New York and Shanghai they are now offering a broad range of services and keep developing new ways to be a cornerstone in the new music and advertising ecosystem.

Jordan Passman (Founder, SCORE A SCORE, US)

Jordan, one of FORBES' 2014 30 under 30: Music entrepreneurs, founded SCORE A SCORE in May 2010. A Los Angeles native, Jordan runs the company from his west coast headquarters, based in West Hollywood. SCORE A SCORE's innovative approach to music licensing, creation, placement, and supervision has been recently featured in the LA Times' prestigious Calendar section, Billboard's TOPLINE Think Tank, and Mashable.com's "Spark of Genius Series." Jordan was one of Bloomberg Businessweek's 2011: America's Best Young Entrepreneurs as well as Businessweek's readers' vote for 'Most Promising Business'. Jordan is also the music supervisor for Netflix' original docu-series Chef's Table.

Sander van Maarschalkerweerd (Owner, Sizzer Amsterdam, NL)

Sander founded Sizzer Amsterdam in 2005. His primary goal was to bring some of the music world's finest talent to the ad world's fingertips. With a network of established composers and offbeat artists Sizzer Amsterdam creates music for moving images. Sander's passion for music combined with a knack for spotting exciting new talent has resulted in a steady flow of inspiring campaigns. Under Sander's leadership Sizzer Amsterdam has become a well-established award-winning music agency and a trusted partner for brands like Audi, BMW and Google as well as for creative agencies such as BBH, DDB, Fred & Farid, Heimat Berlin, Leo Burnett Chicago and Wieden+Kennedy Amsterdam.

English spoken:

Virtual Reality: A New World for the Music Industry?

Tolhuistuin – Expozaal

17:15 – 18:00

Virtual Reality is probably the hottest new development on the bleeding edge of consumer-facing technology. This is mostly due to the excitement around Oculus Rift, the former Kickstarter project bought by Facebook in March last year for \$2 billion. Sony is developing a headset of its own, called Project Morpheus, and Samsung is nearing release of the Gear VR, which like Google Cardboard features a head mount using a smartphone for its display. The music industry also appears to be staking its claim in the virtual frontier with Paul McCartney, Taylor Swift, Gonzales and Brainpower already onboard. Music and sound are as important as the visuals in VR, so could it be a new vertical that will shore up the music industry's shrinking profits? And does it demand a very different approach for composing?

Moderator:

Gary Smith (Journalist, FR)

Multi-lingual (French/Spanish/Dutch) journalist, translator, copy writer and daytime conference programmer/moderator at the Amsterdam Dance Event, Buma Music in Motion, RMC and Buma Rotterdam Beats. Regular writer for Television Business International (TBI), Cannes Lions Daily News, Locations Magazine, MIDEM News, MIPTV & MIPCOM News, Sportel and the Monte Carlo TV Festival magazine. Specialist subjects include music, technology, social networking, advertising, online media and business strategy.

With:

Avinash Changa (Founder, CEO and Technical Director, We Make VR, NL)

Avinash graduated in three degrees (Commercial Economics, Business Information Technology, Communications). Changa was a key employee at internationally renowned ad-agency 180 Amsterdam, where he set up and managed various departments and bridged the gap between 'traditional' creative work and new technology. For over 15 years Changa has been a successful

entrepreneur in the digital realm as founder of the digital production company Disrupt Communications and since two years WeMakeVR. Over the years Disrupt Communications has created work for numerous international agencies and brands, produced motion capture shoots, bluescreens-shoots, music videos, short films, and 4D-rides for theme parks. Changa is a business savvy all-rounder in the field of digital concepts and digital production techniques, understands the business logic and knows how to apply new techniques in an effective way.

Guido Maat (Music composer and producer, Audenty, NL)

Guido is the privileged guy that was able to make his profession out of his hobby. When he gets the chance he talks about the latest music gadgets for hours. He also loves his Rhodes piano more than life itself. Guido studied music composition and production at the HKU, finishing with a thesis on VR sound. Before, during and after his studies he has gained lots of experience; as a musician in bands (Guido plays piano, guitar and bass), as a technician and engineer in dubbing studios and recording studios and as a music and sound design composer and producer for advertisement, film, documentaries, games and different artists.

Networkbash by Buma

Tolhuistuin – Foyer

18:00 – 21:00

This year BMIM once again opens its doors to the wider creative community 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.

With: DJ Bunny Ears and Saux (22Tracks).

The first round of champagne is by Talents for Brands!