

HOW TO GET **SYNC** PLACEMENTS

A O I F E O ' L E A R Y

HOW TO GET SYNC PLACEMENTS

Sync placements are like the holy grail for songwriters, artists and producers.

But are they *really* all they are hyped up to be?

Is it realistic to think that you could get your music in sync?

And if you can... *where do you even begin?*

Well, (spoiler alert!)

Yes, they are

Yes, it is

and

YES, YOU CAN!

In this guide, I'm going to give you the no-nonsense breakdown of what sync is and how to get yourself in the sync game.

But first, to make sure we're on the same page, let's jump in with the essentials:

What is a sync placement?

A sync placement is the use of a song or piece of music within media so that is "synced" with the visuals.

In simple English, an example of a sync placement is when your song is used in a scene in a movie.

Sync is an abbreviation of "synchronization" and visual media might mean TV, film, advertisements, video games or similar.

What is a sync licensing?

Sync licensing is basically the licensing of your music/song for sync and the terms of that usage.

In simplest terms it's the agreement you make with the person or company placing your music.

Why are sync placements like the holy grail for songwriters, artists and producers?

Well, there are lots of reasons but I'm going to break down what I and the **PoppyMoth** team believe are the main 3.

1. Money

Typically, sync placements come with an upfront placement payment and the potential for ongoing royalties.

How much?

Well, that depends on many factors.

The main ones would be (let's assume it's a placement in a movie, for simplicity here):

- the duration of your music placement in the movie
- the details of the legal agreement you have in place
- the size and success of the production (obviously a blockbuster movie will have more exposure and play than a small indie short)

There will be other factors too, but these are the main ones

2. Exposure

A sync placement offers the potential for your music to be exposed to a wide and new audience - including industry professionals.

There's also the possibility for people who like your music to *Shazam* it and follow you and to become a fan.

3. Promotion

A sync placement provides great content for your social media and websites.

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You can use the posters and other visuals for the media in your own social media and you can use the logos of the companies associated with the placement in your own content too.

These associations can influence people's perception, which can potentially lead to audience growth, more placements or other related work.

So there is all that **potential** (*nothing is ever guaranteed*) that comes with a sync placement, depending on the placement.

Are sync placements all they are hyped up to be?

I would say that for the most part, yes, getting a sync placement is a great thing - but not all sync placements are created equal.

For example, there are epic level sync placements.

The first that springs to my mind is the use of the full song, *Suddenly I See* by K.T. Tunstall over the complete opening scene and credits of the movie, *The Devil Wears Prada*.

A smaller placement might be something like 20 seconds of a song being used in a smaller Indie film.

Personally, I feel that - with rare exceptions - all sync is valuable.

Sync placements offer the potential for cultivating relationships, growing promotional content, building experience... all great stuff.

You never know when someone will come back to you in the future because of a placement today.

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This has happened for me.

But, ultimately, you must make the choice that is best for you in the placement of your music.

Is it realistic to think that I could get my music in sync?

YES!

The good news is that there is a massive and international market for music in all kinds of media - Movies, TV, Games, Advertising and more...

There is absolutely a place where your music will perfectly fit.

Now, there is huge demand for these opportunities from other songwriters, artists, musicians and producers - *but don't let that put you off!*

All that means is that you will need to:

- Take your music seriously, and make sure that the quality of music you are creating is of sync-standard.
- Do some research into media that your music is best suited to and where your music is most likely to be used.
- Make sure you have excellent communication skills so you can clearly and professionally make connections with people in this sync world.

It's all very do-able and we're going to talk about all of this in more detail in this guide.

HOW TO GET SYNC PLACEMENTS

So how does sync work? What is the process?

Typically, the person who chooses the song or music that will be placed in a specific scene is the **music supervisor**.

Usually music supervisors source the music they are looking for from **music libraries**.

A music library is a company that represents a broad catalog of artists/music with a view to securing sync placements for them.

Usually, the music supervisor will tell the music library contact what they want, and the music library contact will provide a number of song options that fit the requirements specified by the music supervisor.

This filtering process happens through the use of *metadata*, and we'll come to that in a minute.

So the first step to quality sync placements, for the majority of musicians, producers, artists and songwriters, is to get their music accepted by a music library.

It is possible to approach music supervisors directly with your music?

Yes, it is possible. However, it is less common for music supervisors to find music this way.

Most music supervisors have existing relationships and connections with libraries, and within libraries the administration and legalities of rights are typically already taken care of.

All this makes the library route more easy and efficient for a music supervisor.

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How do I get my music accepted by a music library?

Well, that's quite a big question for a short Sync guide, but i'm going to break down **7 Steps to Sync Success** for you...

1.
Your Unique Selling Point
2.
Your Music Placement Targets
3.
Creating Industry-Standard Productions
4.
Metadata
5.
Build Your Portfolio
6.
Cultivating Relationships & Building Your Network
7.
Being The Dream Client

Let's jump in to these in a little more depth!

Your Unique Selling Point

Be clear about what you're great at musically and what you can best provide.

There's an area or a genre of music that feels most comfortable to you, right? That feels like home and that you deeply understand. It's a great idea to begin there, where you are at your strongest.

For example, my background is in heavy rock and I had an electronic rock band for 10 years. I have recorded music in different genres, yes, but I understand heavy music really well and it has been easiest for me to get placements within this genre.

Similarly, I know someone who has always been primarily a Ukulele player and he has had huge sync success with Ukulele music.

You can also think of what you are best at as your **niche**. Having a clear focus like this can help you really zone in on potential media that features this kind of music.

When you get a foothold in sync, you can always move into additional genres or styles.

And do what you love! I can't stress that part enough. It makes everything easier and more fun!

Your Music Placement Targets

Be clear about where you want to get your music placed.

When you are clear about what you have to offer musically, you can begin to research where music like yours is being placed.

Watch movies or TV shows that feature music similar to yours. **And when I say watch, I really mean *listen intently*.**

Pay attention to everything - the kinds of scenes music like yours is being used in, the tempo and instrumentation most commonly used, and anything else that stands out to you.

And then research things like:

- What artists similar to you are getting music placements?
- Where else are they being featured?
- What music libraries represent the genre of music you are creating?

Go deep into all of this and gather as much information as you can.

Creating Industry-Standard Productions

Provide the best quality production and songwriting you possibly can.

Whether you submit songs to a library or directly to a music supervisor, your music will be listened to alongside a number of other songs/artists, so it's essential that the quality of your recording and production stands out - in a good way!

This includes the quality of instrumentation, vocals, vocal production, overall production, mixing, mastering, loudness etc.

It also includes the quality of your stems and making sure that any technical details (for example, typically for sync 48kHz is standard) are as required.

This need not seem daunting.

If you need professional recording or production services, click [HERE](#) and **PoppyMoth** can help.

If you are writing productions specifically for sync, it is generally fine to create shorter songs or pieces of music.

It is also preferable to create more general lyrics that create a mood rather than tell a specific story, as specific details will rarely match a preexisting scene.

Lyrics that are more general, more broad, enable your song to fit more easily within a variety of scenes, which won't work as easily if you songwriting is really visually specific .

Keep these things in mind as you are creating your music.

And if you need some guidance, click [HERE](#) and [PoppyMoth](#) can help with that too!

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Metadata

Metadata is data included within your audio file that provides all sorts of information in relation to it - things like song name, artist name, producer, songwriter(s), cover art, contact details, and **crucially for sync - descriptive words that describe the mood and other specifics of the song.**

The reason metadata is so important is because when a music supervisor approaches a library, they provide a list of specific metadata terms in relation to the type of music they want - for example: slow tempo, brooding, dark, female vocal.

The music library then searches their catalog to identify songs they represent that have the same metadata terms.

Then select songs that match and send those they judge most appropriate to the music supervisor as options for placement.

You can see how it's vitally important that your metadata is on point so your music stands the best chance of being chosen for potential sync placement.

PoppyMoth has a comprehensive mini-course called *Metadata - the Key to Getting the BEST Sync Placements For Your Music* and you can find out more about that [HERE!](#)

05

Build Your Portfolio

It's absolutely fine to start where you are and with what you've got, but as you progress, it's important to build your body of work.

When you have identified the niche you are going to focus on, it's common practice to create sync albums, rather than single tracks.

A sync album typically features 6 - 8 or 10 tracks in a similar style.

Having albums of tracks gives a music library a really good sense of who you are as a creator, of the quality of work you provide, and also it shows your commitment to your sync career by creating in this volume.

7 STEPS TO SYNC SUCCESS

All of this can give a library more reason to feel confident in representing your work.

Within your portfolio, make sure you create visual covers for each of your sync albums, label them correctly, have your metadata on point and do whatever else it takes to show industry professionals that you are professional

Building your portfolio takes time, and that's fine, but it is something important to prioritize on your sync path.

One trick that can help you build your portfolio fast is collaboration.

You have already identified the areas in music where you are most strong and most comfortable.

Find musicians, songwriters or producers whose skills compliment your area of expertise and create sync albums together.

For example, if toplining, creating melody and providing vocals are strongest areas for you, seek to collaborate with people who specialise in production.

If you identify a genre you want to create sync music within, collaborate with someone who is skilled in that genre.

I've found collaborating also means expanding your network and potential opportunities.

I've got a range of wonderful collaborators and we have had some tracks successfully placed in movies and others in libraries.

Collaborating has meant that I built an extensive portfolio of music in a fraction of the time it would have taken me to create it alone.

I strongly recommend collaboration as a quick, effective and fun way to build your portfolio. And you make new friends too!

06

Cultivating Relationships & Building Your Network

Build authentic relationships and an authentic sync network.

Do thorough research in relation to the music library (or libraries) you want to work with.

Ideally, focus on building authentic relationships with people and companies you trust and that specialize in the type of music you create.

Goes without saying, really, but be clear and kind in your correspondence with all people at all times, not just as a standard for life, but also because you never know when you will connect with the same people again.

Make sure to follow up when you say you will, pay close attention to any specifications about how to submit your music and focus on being of service to the people and projects you work on.

Keep a detailed record of all contact you make with sync libraries, music supervisors and any other sync professionals .

Keep record of the dates you contact them, their name, email, title. Keep a record of what music you sent, in what format and when.

Make notes about any conversations you had, any personal details they mentioned.

And if they ask you to follow up with something, make sure that you do.

It's about showing that you are professional, and that you take your music and everything in relation to it seriously, because this fosters trust and helps build connection.

As you build your sync career, opportunities can start to come through personal connections or through music supervisors directly. So focus on building relationships that will endure - for everyone's benefit.

07

Be The Dream Client

Put your energy into being the person you would want to hire to provide music.

In other words, make it as easy as possible for the person you want to work with to say 'yes' to you.

Think from their perspective:

What do they want?

How can you make their job easier?

And be their dream client for them.

How?

Well, you can...

7 STEPS TO SYNC SUCCESS

- Make sure everything you create musically sounds consistently amazing and totally professional.
- Have everything in your catalog clear, properly organized and on point - from titles to metadata to cover art to branding to pro information to lyrics and on. Everything down to the smallest of details.
- Make sure stems, mixes and everything else you provide is technically perfect and in line with any specs you are given.
- Prioritize clear, kind communication.
- Be clear that you have paid attention to what they are doing in their career and that you want to work with them. Make sure this is clear in your communication with them and that you have not sent them a general template email.
- Adhere to their specifications and deadlines about how they want anything delivered.
- Be consistent with all of these things.
- Become a success story for the people you work with! People love that!

Ultimately, it's about being the kind and pleasant human being you already are, and being a wonderful person to work with so people will want to work with you again and again (and - bonus - may even choose to refer you).

You've got this!

7 STEPS TO SYNC SUCCESS

There you go!

I hope you enjoyed learning
How To Get Sync Placements.

Please know that **sync is a long game.**

You can absolutely get “lucky” and secure sync placements right off the bat and without a library - I did when I started out some years ago - but it is more likely that building a sync career will take time.

It takes time to make connections and build trust and it can take time to secure the *right* placements.

If you are committed to getting sync placements for your music, you can do this by consistently carving out as little as 2 or 3 hours each week to dedicate to this.

Use your time to research where you want your music featured, research the best music libraries for your music, reach out to them and follow up with them.

Keep showing up consistently and doing this work and before you know it, you'll have your sync career up and running!

We at **PoppyMoth** would love to help you
go all in with sync!

So read on to find out how we can help!

GO ALL IN WITH SYNC

01

METADATA
MINI-COURSE

As you know from this How To Get **Sync Placements** guide, *metadata* is the information that you embed within your audio file to provide data relating to the file itself.

When it comes to sync, it is vitally important that you have accurate, detailed metadata for your songs and music so that they stand the very best chance of being chosen for sync placements they are perfectly suited for.

But what are the different types of **metadata**?

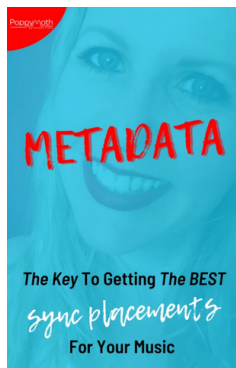
How do you know what **metadata** to use for each of your songs?

And how would you embed **metadata** anyway?

The answers those questions, and more, are all in this mini-course:

Metadata
The Key To Getting THE BEST
Sync Placements For Your
Music

This mini course is delivered as 3 detailed pdf guides and you can find out more below!

[LEARN MORE](#)

02

POPPYMOTH SONG PRODUCTION REVIEW

Want to get your songs or music placed in movies, TV or games, but you're not sure if your production is of high enough standard?

PoppyMoth offers a **Song Production Review Service** whereby you can submit your song or music for professional feedback about what adjustments would bring your productions to industry standard.

By creating music to what is conventionally accepted as industry standard, you can be sure that your music will be ready for sync-placement and will sound amazing, whether played on an arena sound system, a home stereo or a cell phone

Your **Song Production Review** review will be provided by a PoppyMoth team member who has worked in music for 30 years, with custom-created music for companies like **EA Games** and **Blizzard**, music on trailers for major moves (including *Thor - The Dark World* and *Mission Impossible: Ghost Protocol*), and countless movie and TV sync placements.

Your investment in this service is fully redeemable against **PoppyMoth Production Services** if you choose to hire us to do this production work for you.

[**LEARN MORE**](#)

03

POPPYMOTH PRODUCTION SERVICES

PoppyMoth provides comprehensive music production services to help you get your songs/music to the professional standards you need to create the sync opportunities you want.

We can create full song productions from your voice memos. You can then use these song productions to build your sync albums and your overall portfolio, and can submit them all for placement.

PoppyMoth music production services include:

- songwriting and toplining
- vocal recording
- vocal production
- orchestration
- song production
- mixing
- mastering

The PoppyMoth team has extensive experience creating songs and music for movies, TV and games, and have created music and songs for companies such as Disney, Blizzard and EA Games.

LEARN MORE



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INTRO TO SCORING