

ROBA

Music Publishing



*Synch Briefing
Samples*

ROBA Music Publishing

SYNCH BRIEFING



Hi Everyone,

For a series of TV commercials for a company in the travel and transportation sector, an emotional and optimistic song is wanted. The track should be emotional yet not sentimental, light yet not superficial and optimistic and positive.

Due to a voiceover an instrumental track is preferred. Alternatively, lyrics should be rather spheric to not interfere with the voiceover.

References:	Sony Bravia - Bouncy Balls Scala and Kolancy Brothers - With or Without you
Territory:	Germany
Media:	All
Fee:	30.000 € all-in
License Term:	12 months
Deadline:	May 26, 2016 4 PM

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SYNCH BRIEFING



Hi everyone,

the client is looking for a song for a new beer brand. The song should be a Dubstep instrumental similar to "Skrillex - Bangarang". The track needs to end with a massive bang.

It is important that the track comes along with an artist representable to the client, so please also send artist info. .

ROBA master and easy clear is obligatory.

References:	Skrillex - Bangarang
Genre:	Dubstep
Territory:	tba
Media:	all Media
Fee:	15-20k
License Term:	1 year
Deadline:	25.04.16, 3 PM CET

ROBA Music Publishing

SYNCH BRIEFING



Hi everyone,

the client from Poland is looking for a chilly, electronic dance track (currently known as Tropical House) for an advertising campaign.

Important: The tempo of the track should be between 112-116 BPM.

Please check the reference track (114 BPM)

Publishing (ROBA) and Master (easy clear) is a must!

References:

[Seinabo Sey - Younger \(Kygo Remix\)](#)

Territory:

Poland, Austria, Switzerland, Hungary, Czech Republic, Slovakia, Croatia, Romania, Bulgaria, Bosnia-Herzegowina, Lithuania, Latvia, Estonia, Serbia, Slovenia, Albania

Media:

TV, cinema, Internet (geo-locking), POS, Radio

Fee:

30.000€ all-in

License Term:

24 months from first airing date in each country
(max. roll-out of 12 months)

Deadline:

Monday 18.04 | 10:00 AM

ROBA Music Publishing

SYNCH BRIEFING



Hi everyone,

First of all we would like to wish you a happy new year and hope that you all made it well into 2016! We just supervise another big german cinema movie.

The scene: The main actor (police detective) arrives at Istanbul Airport to start his mission (saving his daughter from terrorists).

At the moment we are looking for a song to replace "The Man Comes Around" by Johnny Cash.

The lyrics should deal with: masculinity, getting ready to start a (dangerous) mission and the atmosphere of departure.

Check out Johnny Cashs lyrics [here](#).

References: [Johnny Cash - The Man Comes Around](#)

Territory: Germany

Media: all

Fee: t.b.a.

License Term: perpetuity

Deadline: 09.01.2016

ROBA Music Publishing

SYNCH BRIEFING



Hi everyone,

As you know we are exclusively doing the music supervision for a new German cinema feature movie called ***In The Middle Of The River.***

The reference track show what the director is looking for. Please listen carefully to the reference song.

Scene: *Dinah (23) is a boxer, she arrives in car with her coach, son and grandfather. The music plays in the car. Circa 10 Sec. She is ready to rumble.*

Again we're searching for a energetic, dynamic song with lyrics that directly connect to boxing, fighting and winning. ***Again, lyrics are very important.***

References:	-
Territory:	Worldwide
Media:	all
Fee:	2000€ - 4000€ (all in) per song
Length:	-
License Term:	perpetuity
Deadline:	20.10.2015