Session Overview
What will we be covering?

Pitches

Considerations, suggestions, and examples.

Q&A

Ask us anything!

11:45

12:45

People

How to build genuine relationships.

Paperwork

Agreements, budgets, and negotiations.

About Us

Where we're coming from

Kole Hicks

Composer, Sound Designer

Kole Audio Solutions

Andy Forsberg

Lead Composer

Hexany Audio
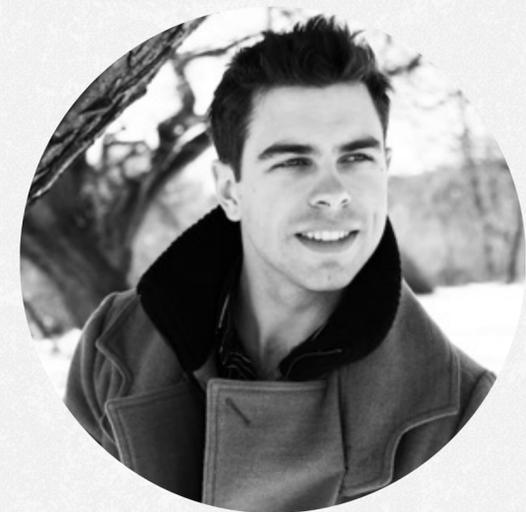
Richard Ludlow

Audio Director

Hexany Audio

People Power

The Key To Your Audio Future

First Impression

Build an initial genuine connection & don't be a car salesman.

Follow-Up

Create a dialogue with the person/people you have met.

Development

Build genuine friendships with the developers, audio folks, and other professionals.

First Impression
Don't blow it!

A — Make Friends, Not Contacts

B — Be Confident, but Not Cocky

C — Speak Louder Than Usual

D — Get That Handshake Locked In

E — Smile

F — The Business Card Rule

G — Learn to Listen

H — Learn to Read a Room

Helpful Questions
Get to know the people

?

A How big is your team?

B What's your team breakdown?

C Is everyone full time?

D How long have you worked in the industry?

E What kind of projects have you worked on in the past?

F Where are you from?

G Do you like chocolate ice cream?

Follow-Up
Show that you can follow through!

A The 24-Hour Rule

B Brevity Is a Gift

C Every Month or so Check In

D Be Persistent but Patient

E What kind of email would you want to read?

F USE COMMON SENSE

Developing A Genuine Relationship

Put The Work In

A Stay in touch, but don't be a pest

B Don't make every time you see them about business

C Be on time when going to meetings, so you show them their time is valuable

D I've almost never been hired for my talent

E But...you still have to crush it when you deliver your work

F DO WHAT YOU SAY YOU ARE GOING TO DO

Pitches

Things to Consider with Indie Devs
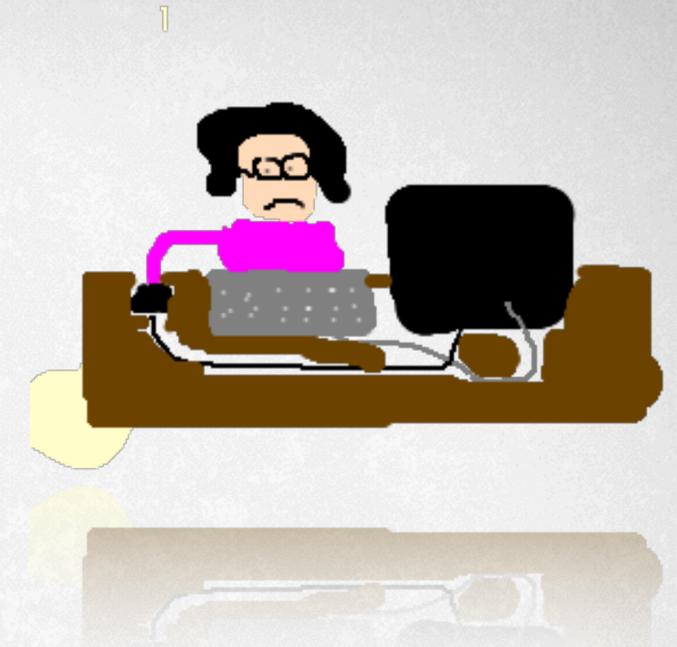
A You may have to hold their hand

B They are better about responding, set boundaries!

C They may not know what they want; be prepared to show them what they need

D Swiftness often wins out

Things to Consider with AAA Devs

A Response times may be... slow

B Know who's listening and what they want

C They know what they want, and they aren't afraid to ask for it

D Quality and risk mitigation are king

Some Suggestions

A   Face-to-Face initial meetings

B   Send as MUCH material as they have

C   Reference tracks, then blueprinting

D   If you really want it, invest in it

E   Follow-up every 2 weeks or so

SUGGESTIONS

Audio Example
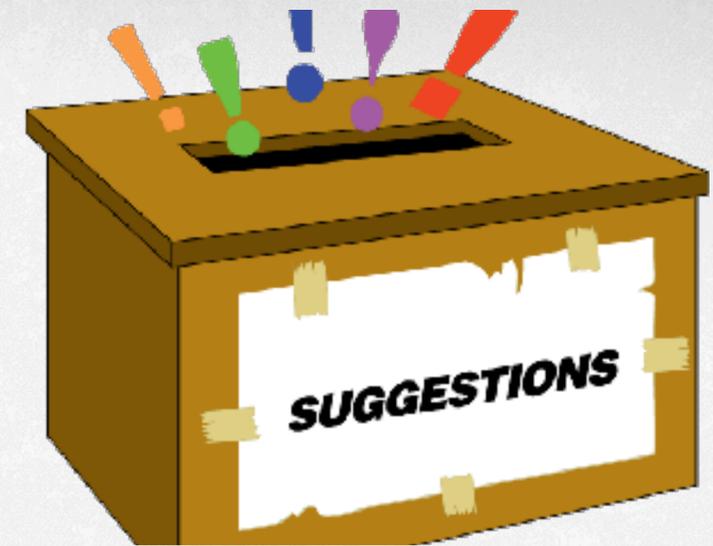
Video Demo

Preparing a Bid

A   <u>I. Subject</u>

B   <u>II. Introductory Paragraph</u>

    +   Your name and contact info

    +   Express enthusiasm

    +   Try to work in experience, bragging

C   <u>III. Creative Vision</u>

    +   Detail how music and sound can work in the game

    +   Outline why it's the best approach

    +   Explain why you're a good fit for the project

Preparing a Bid
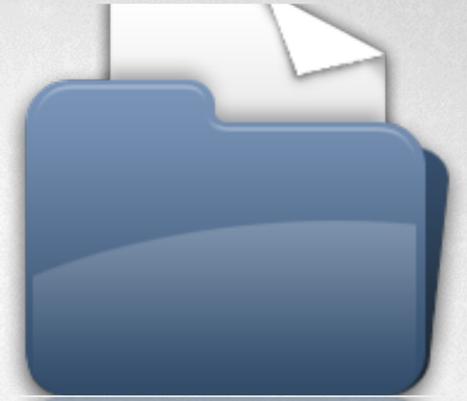
D IV. Portfolio & Demos

+ Link to a custom demo or test

+ Link to site/credits/resume

+ (optional) Additional audio samples

+ (optional) Bullet point skills and experience

E V. Bid, Quote, Estimate

+ Provide them with options

+ Agreement / license type

+ Make things modular

Paperwork

Purpose of a Contract

Key elements in all contract types

A Who owns the copyright?

B What is being delivered?

C What are the delivery milestones?

D How much are you getting paid?

E What are the developer's usage rights?

F What are your usage rights?

Agreement 1: Work for Hire
Developer obtains most of the rights (AKA "Buyout")

A Developer obtains most of the rights associated with "The Work"

B Developer can use the audio (usually) however desired

C Developer has the exclusive right to use the audio

D You can charge much more than a license agreement

Agreement 2: Non-Exclusive License

Audio contractor retains most of the rights

A Tell developers not to be afraid of these!

B Great way to obtain quality custom audio at a lower cost

C Can still have unrestricted use of the audio in their project

D Allows you to still work on a project that can't afford your full rate

E You can then license your music to anyone else

Agreement 3: Exclusive License

The compromise

A Audio contractor retains complete ownership of the audio

B Developer obtains exclusive right to use audio in project as desired

C Sometimes industry specific

D Sometimes time-based (1-5 years)

E A healthy balance of price and control

Basic Free Sample Agreements

Get 'em while they're hot!

hexanyaudio.com/agreements

Password: "gameaudio"

Payment Models

Typically 5-15% of total budget is allocated to audio

A Per-minute music fee

B Per SFX asset fee

C Flat project fee

D Hourly rate, day rate

E Backend: profit sharing, bonuses, etc.

F PRO payments (rare in games!)

How much do you charge?

First question I'm always asked

A My response: What's your budget?

B What's the deadline?

C What's the musical style?

D Do we need live players?

E What's the release platform?

F Work for Hire or License deal?

G How much are you buying?

H Project scope

Cost Breakdowns

MUSIC
- Themes
- Arrangements
- Transitions
- Stingers

SOUND
- Primary
- Iterations
- UI
- Ambiences

DIALOGUE
- Casting
- Talent
- Direction
- Recording
- Editing, Processing

$300K Theoretical Project (small)

Common problem: game audio needs exceed the 5-15% of allocated audio budget

A — Game needs 15 min of music & 300 SFX

+ — 15 minutes of music @ $1000/min = $15,000

+ — 300 SFX (gunshots, ambiences, UI, etc.) = $15,000

B — TOTAL: $30,000 for all music and sound

+ — PROBLEM: Total budget allocated is only $20,000

Solutions to Reduce Cost to $20,000

Just a few of many creative ways

A Consider using a non-exclusive agreement

B OR consider using an exclusive agreement with the option to buyout later

C Consider supplementing with small backend profit sharing percentage

D Hang on to some percentage of soundtrack sales rights
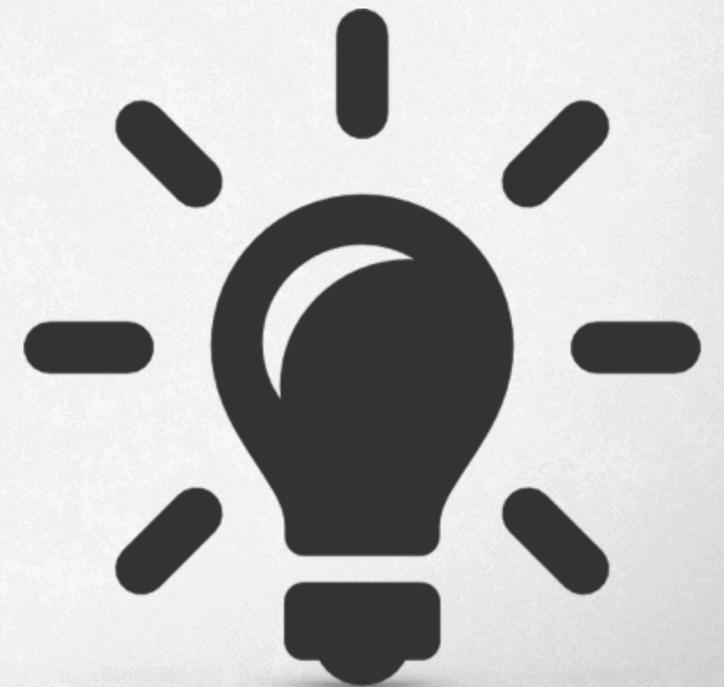
To Summarize...

▸ People

    ▸ First impressions

    ▸ Follow-up

    ▸ Development

▸ Pitches

    ▸ Indie vs. AAA considerations

    ▸ Suggestions for demos, tests, & bids

    ▸ Preparing your bid

▸ Paperwork

    ▸ Work for Hire, Non-Exclusive / Exclusive License

    ▸ How much do you charge?

    ▸ Budgets & working with limited budgets

THANKS
FOR
COMING!

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Sample Agreements

Download at hexanyaudio.com/agreements   Password: gameaudio