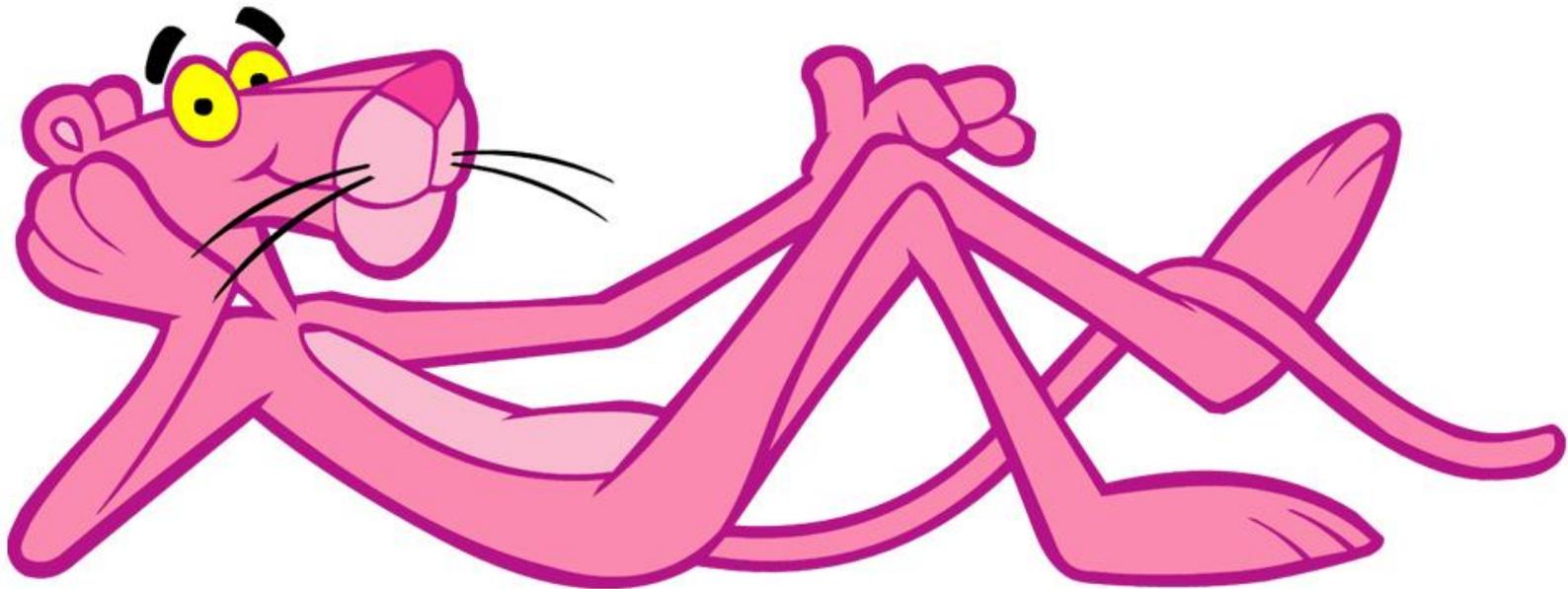


Music in the Media

The Pink Panther



The Project

It's 2005 and the film is *The Pink Panther*, directed by Shawn Levy and starring Steve Martin. We are one year away from the film's release.

The filmmakers want a song to play over a scene in which Inspector Clouseau (Steve Martin) tries his first hamburger. For comedic purposes, they're looking for a song that makes this trivial moment seem transcendental.



Proposal

The filmmakers have chosen “Got To Be Real” by Cheryl Lynn as temp music for this scene. This song’s master recording is owned by Sony Music Entertainment and its publishing by Universal Music Publishing Group, Spirit Music Group, BMG Rights Management, and Royalty Network.

...We’re not sure that this choice would be clearable (too expensive!), but, smiling, we listen to their wishes, and subtly bring our own well-researched musical ideas into the conversation.

Hired!

We got the gig!

Now comes the tricky part...



Pursue the Dream

Okay...they still want “Got To Be Real” by Cheryl Lynn...We consider telling them that this song might just be too expensive to clear.

However, we quickly realize that being negative would do us no good. We tell the client that, although it might not be possible to clear that song, we will look into it and do our best to make it happen.

We do look into it. In the meantime, we also look for alternatives...

Alternatives

After doing thorough research on alternatives, we find a perfect choice: “Vlinder Van Een Zomer” by Willeke Alberti, a 1968 Dutch cover of the famous song written by Chip Taylor, “Angel of the Morning”.

The master recording is owned by Universal Music Group’s Netherlands division, and the publishing is owned by Sony/ATV Music Publishing.

There are only two parties to clear, one on each side, and the song is a foreign-language cover, which will drive down its cost. We believe that this is the best placement alternative for the scene. We look into licensing it...

License

Track Title: “Vlinder Van Een Zomer”

Performer: Willeke Alberti

Master Recording: Universal Music B.V., The Netherlands

Publishing: Sony/ATV Music Publishing

Estimated Fee: \$25-50K MFN

Drop it in!



Bonus: What Really Happened



Music in the Media

The Pink Panther

