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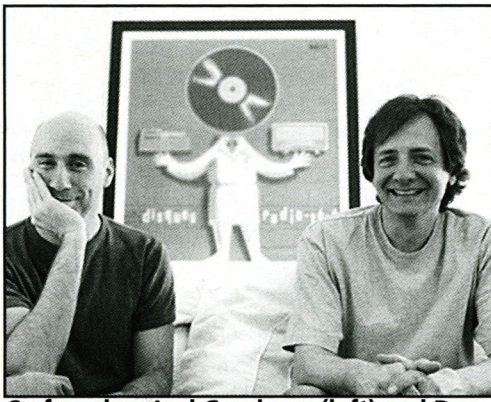
MusicBox Changes with Market Demands

by Steve Harvey

LOS ANGELES—According to Joel Goodman, a composer and co-founder, with Dan Stein, of music production company, MusicBox, there's library music and there's original composition, and in television, never the twain shall meet. Until now, anyway. Several years ago, looking to meet the demand for original music and overcome industry prejudice against stock music, Goodman and Stein repositioned MusicBox and are now making headway in a changing marketplace.

With show producers increasingly demanding instant access to music, says Goodman, yet with budgets shrinking, the way forward appeared to be the creation of custom library music. "We were thinking, what if we offer a library of our music that we've created specifically for the client? We can also do custom tracks for them. They don't have the time nor the budget to do an entirely original score, but they want some originality, and it raises the production value of the show."

In television, there has long been a stigma attached to library music, which has garnered a bad reputation in the past, observes Goodman. "I'd walk into a meeting, and they'd say, 'There's some crappy library track in there now, you'll replace that.' Or, 'We'll use the crappy library track, but coming out of the radio.' They would never consider library music *and* a composer—sacrilege!"



Co-founders Joel Goodman (left) and Dan Stein, of L.A.-based music production company, MusicBox, are making headway in a changing marketplace.

MusicBox has been working hard to create a tremendous pool of custom library music for producers of multi-format, episodic and reality programming. This past month, the company released its 100th CD collection, *Cue*, a selection with a focus on dramatic underscore that offers diverse current musical styles and which, by itself, adds more than 1,000 tracks and 20 hours to the MusicBox catalog.

The Musicbox core library covers many genres: "Some denoted by music, some by actions or emotions," explains Goodman. "So, genres like rock, urban and jazz, plus a category called, *Action*, geared to TV, and a great category called, *Tools*. You can create pieces of music that are interchangeable with other pieces, for transitions and beds."

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MusicBox

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Making access to their libraries even easier for clients, the company is offering MusicBox Presto. "It's our own mSoft server," explains Goodman. "We've been available on the mSoft system for some time now, but Presto is just us."

A&E's *Dog the Bounty Hunter* and *Family Plot* reality shows are prime examples of their new hybrid paradigm, he says. "For the second season of *Dog*, we're scoring some of the themes. We give them very specific, dramatic music, just for their show. That's a lot of fun."

MusicBox
www.musicboxmx.com