

Napa Music Industry: Red Camaro Or Red Camaro?

Commentary By Dalton J. Piercey 06-21-18



As we approach summer I am planning to release original music recorded by my bandmates and I, the Bluenotecats. Importantly this time I will not release in CD form as I did in 2000. For in 2000 I fell victim, as many other musicians did, to the free downloading and the pirating of music.

Somewhere in a dingy room in front of a computer covered with food stains a smirking geek uploaded eight of my songs to a website in Germany. While this is a dark description of the criminal act I have to offer that at times it is musicians that undertake this sinister infraction. A rival peer or avid competitor in the music business can be the culprit. For myself I suspect it was the latter.

So it happened and before I found out one hundred and nine thousand downloads went out to Europe for free, with no follow up for each permanent digital download or streaming. For the PDD at the per cost base price of nine cents that would be nine thousand eight hundred and ten dollars per song for a grand total of seventy eight thousand four hundred eighty dollars. I guess I could say....

I have given my art to the world, can I borrow twenty dollars? I need strings.

So as the saying goes, what's in a song? I say Red Camaro and it's popularity in a particular district in Germany. I found out it was getting radio play and the Europeans dig authentic Traditional American Rock N' Roll. Red Camaro was hot, dancing in the streets I was advised. Wow! Can I get some money? Not. I was still arguing with a BMI representative in LA whom was not reading her in office memo's that would advise her that yes my songs were published to the world. Plus at that time who would collect? Harry Fox? Please hold.....

With the soul of Sherlock I researched the internet to find out the who, the what and the where my music was streaming to occupy the digital corners of the world. I have a folder now with all the answers. Off to work I retraced all my publishing and discovered the newly organized company Sound Exchange. I joined gratefully and called my rep at sound exchange and had a very informative discussion about the Red Camaro. Metaphorically the car appeared to be traveling on the autobahn at high speeds. Also to mention, I received an email from a Producer in Nashville hinting around the status of publishing and licensing of the red convertible.

The conversation ended with him giving me notice that the Red Camaro is copyrighted but not published as he said with a quick good-bye. Did that gal in LA read that memo?

Soon in another discussion with my rep at Sound Exchange I discovered that a famous Nashville Band was selling and making killing numbers on a song named Red Camaro in Germany. Off I went scouring the digital world to hear a copy of their Red Camaro. I found a copy and listened to it, the line Red Camaro was never sang in the song to musical melody. I was disappointed because I thought that there might be felonius grand theft happening, but it was not my car and it appeared to be a attempt to steal it. But you can't copyright or license a title of a song. So with their song having no lyrics and music resembling my Red Camaro, I could not enforce any right to licensing and publishing. Was the Red Camaro a lemon?

In the last discussion with my rep at Sound Exchanged I learned something. As I have said I have a summer release happening with a pre-sale of two albums, twenty songs in downloadable m4a's. A version of my Red Camaro will be among the exciting new music. Importantly there are four versions of my Red Camaro and each one is a derived version of the other as my rep had pointed out. That simply means each version supports the other in that licensing is enforceable against one or all four. So on the release of the latest derived version my Licensing and Performance Royalties will be collectable presently and retro-actively. If retro-active sums are still viable.

Most importantly with the Pledge Music Pre-Sale I will have remuneration financially for my music up front. Before the first download hits the internet for free. So my Red Camaro will be able to fly fast and furious all over the world because we have gas money now. Just show me the key....

Dalton

