



# X-14 Productions L.L.C.

Business Plan for 2015 and Proposal

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**INTRODUCTION:**

X-14 Productions LLC is a music production and composition studio based out of Austin, Texas. The company was founded, on 09/10/2014, by Alexander C. Torri. Alexander is the only owner, composer, producer, audio engineer, and sound designer at this company. The services offered are; composition, orchestration, mixing, mastering, and sound design. Live recording is not an offered service at X-14 Productions. The implications that prevent live recording are location capacity and budget limitations. The goals for 2015 do not include obtaining a larger sized location for recording purposes.

Alexander's visions are the foundation of this company. The main focuses are:

- Emotional expression
- Spiritual expansion
- Creative freedom
- Personal development

Alexander's goals for furthering expansion of this company in 2015 are:

- Producing albums and/or music for artists, whether independent or professional.
- Consistent creation of Production Tracks for licensed use by Film Production Studios, Game Productions Studios, Television Production Studios, and Record Labels.
- Consistent score and cue composition for Film Production Studios, Game Productions Studios, and Television Production Studios.
- Creating and popularizing audio/sound innovations for production and composition.

Alexander's composition and production goals (Innovations) for this company include:

- Popularization of emotion driven composition.
- Popularization of using realistic binaural panning in music production.
- Popularization of slow waveform mutation and development.
- Popularization of combining the orchestral, electronic, and metal genres.
- Popularization of Quadraphonic Electronic Dance Music production.
- Popularization of playing Quadraphonic Electronic Dance Music in clubs.

**TARGET MARKET AND SERVICES**

The target markets and services being focused on by X-14 Productions LLC are:

- Film Production Studios
  - o Production Tracks\*
  - o Score and Cue Composition\*\*
  - o Sound Design\*\*
  
- Game Production Studios
  - o Production Tracks\*
  - o Score and Cue Composition\*\*
  - o Sound Design\*\*
  
- Television Studios
  - o Production Tracks\*
  - o Score and Cue Composition\*\*
  - o Sound Design\*\*
  
- Record Labels
  - o Production Tracks\*
  - o Music Production\*\*
  - o Music Composition\*\*
  - o Audio Engineer\*\*
  - o Sound Design\*\*

\* - Licensed use of Production Tracks will only be obtainable through Billionaire Eventually Music Group.

\*\* - Score Composition, Cue Composition, Music Composition, Sound Design, Music Production, and Audio Engineering services are offered directly from X-14 Productions.

## **BUSINESS GOALS SUMMARIZED**

Producing music for artists will allow X-14 Productions to spread innovations across multiple genres for better exposure. Music produced for artists will consist of some or all innovations mentioned on page 3.

Composition of scores and cues will allow those innovations to also be exposed in Film, Television, and Games. Compositions will supply film/television/game studios with options to utilize or not utilize any or all innovations mentioned on page 3.

Production Tracks will not consist of most of the innovations mentioned on page 3. Quadraphonic sound will not be used in Production Tracks because of a possibility that various Film and/or TV production studios will have limitations on their own ability to produce beyond stereo audio. Binaural Panning will not be implemented because various Film and/or TV production studios will be recording certain sound elements in a naturally panned environment, which will only end up conflicting with binaurally panned Production Tracks which are not designed specifically for the Film or Television show the Production Track is licensed for use in. Slow waveform mutation and development will not be incorporated in Production Tracks because subtle variations in waveforms will not be noticeable when overshadowed by voice and sound effects because Production Tracks are not designed specifically for the Film or Television show the Production Track is licensed for use in.

When considering Record Labels, all innovations mentioned on page 3 will be supplied as options for use in album, song, and music production. Music distributed by Record Labels does not have the same limitations as Film and Television Studios. Due to the nature of recording, mixing and mastering is used to make a recording sound polished and professional. With all the various Plug-ins used during the mixing and mastering portion of music production, heavy modification through use of quadraphonic and binaural panned sound will not negatively affect the recording. The goal is to enhance the listeners experience by immersing the listener in a virtual experience that gives the impression of being surrounded by a performance or soundscape.

Game Studios do not have the same limitations as Film and Television Studios, but they do have minor limitations in comparison to Record Labels. Not all game consumers have a high quality sound system and will not be able to enjoy the immersive possibilities of quadraphonic sound or binaural panning. Televisions are designed to play audio in Mono format and will not be able to replicate quadraphonic sound or binaural panning. When considering these limitations, all formats must be considered. Televisions with sum a stereo signal into a mono signal, so producing sound in a Mono format will not be necessary. In games there is generally an option to select Stereo or Surround Sound for the audio format. In essence, two different sound formats are required to be produced. Stereo formats will not need to be binaurally panned. Quadraphonic sound can be binaurally panned though.

## **LIMITATIONS IN SOUND PRODUCTION AND SOLUTIONS FOR THOSE LIMITATIONS**

Most dance clubs currently in existence are lacking sound systems capable of producing quadraphonic output, due to the lack of production of Quadraphonic Electronic Dance Music. The limitations in dance clubs will make playing a Quadraphonic mix unfeasible. In order to make playing quadraphonic music in dance clubs feasible a demand must be sought. By releasing Quadrophonic Electronic Dance Music albums and labeling those albums as Surround Sound Electronic Dance Music, the general public will understand that a Surround Sound system is required to accurately play the music contained in that album. Quadrophonic Electronic Dance Music albums or popularization of creating Quadraphonic Electronic Dance Music would then need to be in such high demand that clubs will upgrade their sound systems to being capable of producing Quadraphonic output.

Throughout history, certain musical genres and techniques became popular through creation of new ideas in sound production, whether that would be physical or electronic production of sound. The goals for composition and production shown on pg. 3 consist of new and existing ideas for sound production that may or may not become popular. The hope is that those innovations become popular enough that each goal mentioned revolutionizes the Music Industry.

Television sets being produced within the past few years commonly incorporate stereo sound capabilities with the internal speakers. The normalization of stereo signal output in televisions allow for more intricate sounds to be produced. Television sets alone will not be able to produce quadraphonic sound, but can be connected to a device that is capable of producing surround sound. In-home surround sound systems are becoming quite normal as of late, which means that composing quadraphonic sound would be feasible in most cases. Consumers who do not have the benefit of enjoying surround sound can select stereo sound output as an option for audio playback instead of surround sound within a movie menu on a DVD or Blue-Ray player. Binaural Panning can still be created within a stereo signal and it gives the impression of sound occurring from different locations.

All in all, most issues can be fixed through implementation or usage of surround sound capable systems. Binaural panning allows for a more immersive experience in surround sound, but also allows for more immersion in stereo sound. Binaural panning sounds more realistic in comparison to traditional panning, which is only moves an audio signal left or right. Binaural Panning not only moves sound left or right, it also makes the listener think the sound is also going forward or backward without actually doing so. The effect can best be explained by what is called the "Doppler Effect". Varying a waveform's equalization, pitch, pan, and volume subtly can convince the listener's brain that a sound is coming from a certain location, when the sound never actually moves. Accompanying those subtle variations with reverb can convince the listener's brain that a sound is coming from a type of location, such as a hallway, open-field, cavern, church, etc. In essence, binaural panning can almost accomplish the same goal, but not in actuality. Quadraphonic sound production with binaural panning will yield better results than stereo sound with binaural panning.

## **EMOTION IN MUSIC AND HOW ITS POPULARITY HAS DECLINED**

Singer/Songwriters are a rarity these days. Major 'artists' are winning awards and recognition without doing much more than singing. With that being said, those singers who consider themselves as artist, do not write their own lyrics or music most of the time. This is a sad disconnect from the actual essence of what an artist should be.

Throughout most of music's history, musicians and composers wrote their own material. It was through emotions and a desire to express those emotions, that many powerful songs and compositions were born. Emotions are what allow people to connect to a musician's or composer's music on a deep emotional level. If there is a void of emotion within the song or composition, people tend to lose interest fairly quickly.

For instance, Pink Floyd stood the test of time. Their music is still widely listened to and loved. Some producers or audio engineers will attribute the recording or sound production techniques to Pink Floyd's success, but that isn't the full picture. Many listeners are still able to connect to the emotions conveyed through the words and instruments.

On the other hand, a lot of songwriters for pop stars are involved in creating a lot of quick hits that make money fast, but those hits die in popularity as fast as they became popular. If pop stars were to actually write all of their own material and sing it, they would more likely have records/albums being played repeatedly throughout a large time frame.

Internet and social media are proving to be a very effective way of informing the general public about new upcoming artists, but it is still not as effective as spending massive amounts of money on marketing outside of social media or simply having the power of word-of-mouth on your side.

Many potential consumers are less keen on listening to a song or composition unless a friend or family member suggests listening to it. From the moment the album or song starts to play, the listener is actively trying to connect with the music on a subconscious level. If that connection doesn't occur, the listener will most likely never give another listen to it.

In order to start a word-of-mouth avalanche, an exposure has to be achieved and the listeners have to connect on a deep emotional level. This can be achieved through producing artists and composing for films, television, and games.

To summarize, emotion driven composition and expression are highly underrated and need to return to the spotlight in order for music to return to its original roots. Singer/songwriters need to take back that spotlight, but need help with connecting with the audience. There are many locations a listener can connect to a musician these days. These include, live performances, internet, movies, television, games, and physical album sales.

**LIST OF EQUIPEMENT AND SOFTWARE USED BY X-14 PRODUCTIONS****Hardware:**

- MacBook Pro 15.4" Mid-2012
  - o 16 GB memory upgrade
- 24" external Samsung computer monitor
  - o HDMI connection
- 32" Samsung TV
  - o HDMI connection
- Portable 500 GB Toshiba hard drive (USB 2.0)
- G-Tech 2TB G-Drive external hard drive (USB 3.0)
- AVID Mbox Pro 3
- Hafler P3000 Trans-Nova amplifier
- Dynaudio BM6A MKII (x2)
- Dynaudio BM12S
- Tannoy PBM 8 MKII (x2)
- M-Audio Oxygen25 Keyboard Controller
- Alesis Q61

**Software:**

- Mac OS 10.10 (Yosemite)
- Logic Pro X
- Pro Tools 11
- Native Instruments Komplete 9
- Native Instruments Supercharger
- Native Instruments Solid Mix Series
- East West Quantum Leap Symphonic Orchestra Platinum Complete 24-bit
- East West Quantum Leap Symphonic Choirs
- Embertone Blakus Cello
- Embertone Chapman Trumpet
- Embertone Canjo

Hardware is setup to handle quadraphonic output for mixing and mastering purposes, but can also produce stereophonic output.

**Cost of all hardware and software (Assets):**

- Hardware - Roughly \$9,570.00
- Software - Roughly \$2,575.00
- Combined - Roughly \$12,145.00



## **PRICING FOR SERVICES**

### **Composition**

- 1 Instrument - \$400.00/minute
- 2 -100 Instruments - Multiply 25 by amount of instrument and add to \$400.00
  - o All composition rates are measured by cost per minute

### **Film and Game Score - Quote Required**

- o (Pricing depends upon Quantity of Instruments and Composition Length)

### **Mixing**

- Rate - \$75.00/hour

Mixing rates will easily amount to being highly expensive if recorded material is of low quality and contains performing mistakes. Please be aware that practicing excessively prior to the recording session will help minimize expenses for use of a recording facility and on time spent mixing. Another good rule of thumb is to actively participate with the Recording Engineer to ensure that the overall recording is fairly balanced.

### **Mastering**

- Rate - \$50.00/hour

Mastering can also easily amount to being highly expensive if the quality of the recorded material is low. Please try and use a recording facility with good equipment on-site. This will be helpful for limiting your budget.

## **Producing**

- **Rate** - \$100.00/hour

Producing an artist or band normally consists of writing material, organizing material, forming song and/or composition ideas. In summary, the producer is who is in charge of making your music competitive and does so by managing the process from the start of recording to the final master.

- PLEASE KEEP IN MIND THAT COMPOSITIONAL RATES WILL APPLY IF EXTRA MATERIAL IS COMPOSED BY X-14 PRODUCTIONS.

**NOTE:** Services offered are not mandatory when working with X-14 Productions. Only the service(s) requested will be supplied. Any additional services performed mistakenly by X-14 Productions, outside of the agreement, will not be charged.

**EXPECTED INCOME**

- Albums and Songs (Up to a 60 minute length):
  - o Composition:
    - Expected: 400.00 - 31,500.00
  - o Mixing:
    - Expected: 300.00 - 1,200.00
  - o Mastering:
    - Expected: 200.00 - 400.00
  - o Producing:
    - Expected: 800.00 - 4,000.00

EXPECTED MINIMUM: 1,700.00

EXPECTED MAXIMUM: 37,100.00

- Scores and Cues (1 minute to 90 minutes):
  - o Composition:
    - Expected: 400.00 - 148,500.00
  - o Mixing:
    - Expected: 300.00 - 1,800.00
  - o Mastering:
    - Expected: 200.00 - 800.00
  - o Producing:
    - Expected: 0.00 - 0.00

EXPECTED MINIMUM: 900.00

EXPECTED MAXIMUM: 148,500.00

**EXPECTED SCENARIOS FOR INCOME (Per Year)****1 Album and 0 Scores**

- 1700.00 - 37,100.00 (More probable at 5,100.00)

**0 Albums and 1 Score**

- 900.00 - 148,500.00 (More probable at 61,400.00)

**1 Album and 1 Score**

- 2,600.00 - 185,600.00 (More probable at 66,500.00)

**10 Albums and 4 Scores (Desired)**

- 20,600.00 - 965,000.00 (More probable at 296,600.00)

**EXPECTED EXPENDITURES**

- Internet: -900.00
- Electricity: -1,200.00
- Website/Email/Domain: -400.00
- Marketing: -3,000.00

Total: -5,500.00

Break even (Worst case scenario: Possible Income Rate): Bankruptcy (No sales)

Break even (Worst case scenario: Expected Income Rate): 4 Albums or 7 Scores

Break even (Best case scenario: Probable Income Rate): 2 Albums or 1 Score

**Minimum Plan: 2-4 Albums and/or 1-7 Scores for Income/Expense Ratio**

**PROPOSAL**

X-14 Productions is searching for artists, bands, film studios, game studio, and television studios to produce and compose music for. The main limitation is market exposure, which is limiting the potential for business growth. I am proposing that a monetary stimulus be contributed to X-14 Productions in order to help fund marketing and growth. As detailed in the preceding pages, if enough income is obtained, sustaining X-14 Productions will not be a major issue. After sustaining X-14 Productions, repayment of monetary stimulus will be made a primary goal, while ensuring continued growth.

## **SOURCES**

### **QUADRAPHONIC SOUND IN EDM:**

<http://www.cnet.com/news/is-surround-sound-for-music-and-home-theater-on-its-way-out/>

<http://tweakheadz.com/transform-of-dance/>

### **BINAURAL PANNING**

[http://www.freesoftwaremagazine.com/articles/understanding\\_surround\\_and\\_binaural\\_sound](http://www.freesoftwaremagazine.com/articles/understanding_surround_and_binaural_sound)

<https://binauralresearch.wordpress.com>

### **PRODUCER AND COMPOSER SALARY INFORMATION:**

[http://www.payscale.com/research/US/Job=Music\\_Producer/Salary](http://www.payscale.com/research/US/Job=Music_Producer/Salary)

<http://www.onetonline.org/link/details/27-2041.04>

<http://theproaudiofiles.com/setting-studio-rates-101/>

### **SONGWRITERS IN RELATION TO POP STARS:**

<http://www.wsj.com/articles/SB10001424052702303546204579435363582503386>

<http://www.nytimes.com/2002/08/18/arts/music-the-lost-boys-how-a-pop-sensation-came-undone.html>

<http://www.cbsnews.com/news/do-pop-stars-really-write-their-own-hits/>

<http://www.laweekly.com/music/top-20-singer-songwriters-of-all-time-4632680>

## **X-14 PRODUCTIONS WEBSITE AND EMAIL**

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