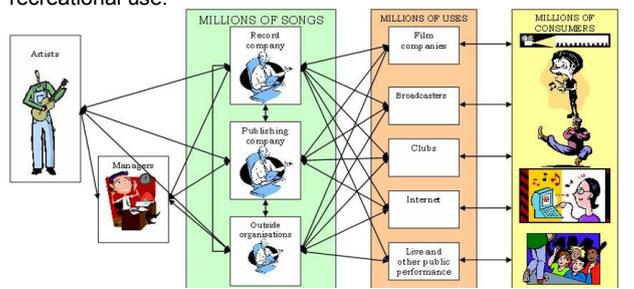


MUSIC IN THE MOVIES: AN INVESTIGATION INTO CREATIVE MUSIC SEARCH

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MUSIC SYNCHRONISATION

We are investigating the communication and search process of creative professionals looking for music to accompany moving images. This is known as Music Synchronisation. They are searching for unknown items on behalf of others, rather than for recreational use.



CREATIVE MUSIC SEARCH

Music has been used to accompany moving images since the days of silent movies, when a pianist or orchestra performed to enhance the action and emotions portrayed on-screen. Collections of music have been organised for this purpose by descriptive facets ('Chase, Impatience, Happiness') since the early 20th century. Record companies and music publishers attempt to place music in films, TV and commercials to generate income and promote their artists.

This process, known as music synchronisation, benefits both the music Owners and the film-making Users, who are frequently not looking for known items and search for unknown music using verbose and subjective queries.

Although attempts have been made to disintermediate the process using bespoke B2B music search engines these do not appear to be widely used by creative music searchers, who rely on relationships, in-depth product knowledge and 'gut feeling' to source music. On investigation of the organisation of the music in these search engines and in depth analysis of a collection of real queries, it seems that there is a mismatch of meanings between the User and the Owner.

METADATA AND MEANING

In a detailed analysis of six Music Search Engines designed for synchronisation of commercial music we found collections are organised by Bibliographic facets (Artist, Title etc) and Descriptive facets such as Genre, Subject and Mood:

adult age alternative ambient americana ballad band bass beat beats big blue blues british christmas classic classical club coast comedy contemporary country dance dark desire disco dramatic early easy electric electro electronica euro exotic eyed fast female film folk fun funk girl good gospel group guitar hip hop house indie instrumental jazz latin life light lounge love male medium memphis metal modern music

neo new novelty orchestral party **pop** post psychedelic punk rap
rock
reflective reggae retro revival rockability roll romantic singer slow smooth
soft songs songwriter soul southern surf swing teen time top traditional
upbeat urban vocal wave world

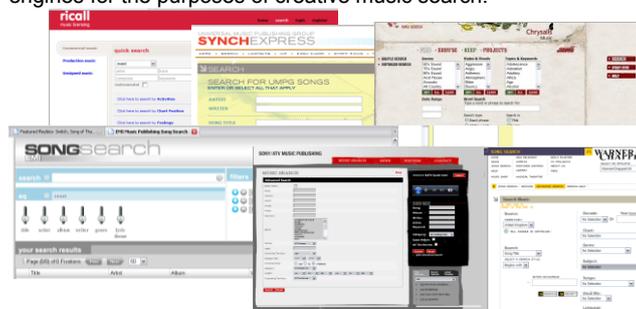
action age ar alcohol anthems assurance baby bad beauty believe best better big body box boys bump car change cheating child children christmas cities cold come communication country dance day death desire determination devotion dreams drinking driving drugs easy emi environment eyes falling fame family fire food free friendship fun future gambling girls good goodbye happy heart hello home hot life light loss love luck magic memories money more morning music names need new night numbers party people questions rain road rock sky sleep sorry sports sun tears things time together travel want war

aggressive ambient angry angst anthemic atmospheric international leading sales coffee celebratory confident dark depressed desire **dramatic dreamy** drive
driving **dynamic** energetic ethereal euphoric exuberant fiery lively funny graceful happy **high** intense progress joyful light longing melancholy mellow **passionate** reflective **rousing sad**

However, although the development of these tools would benefit from a more detailed domain analysis, there is a will to disintermediate, as evidenced by the very existence of these search engines and their increasing sophistication. The development of creative music search is not restricted to professional use. General users would also benefit from improvements in this area, for finding music to accompany slideshows and home movies as well as unknown item search when faced with the difficult decision of what to listen to next from their digital music collections.

MUSIC SEARCH ENGINES

Attempts have been made by rights holders to disintermediate the process and all the major music publishers operate B2B search engines for the purposes of creative music search.



MATCHING MOVIES TO MUSIC

Creative Music Searchers frequently express their information needs in verbose written queries known as briefs. On analysis we found that these rarely use Bibliographic terms and concentrate mainly on Descriptive facets, particularly Mood. They are searching primarily for unknown items:

"We need to avoid the spot from going too 'mushy' or 'schmaltzy', and therefore wants to be upbeat whilst charming. It doesn't want to be melancholic, down beat, over the top, over powering or dark, but optimistic, light hearted, contemporary and charming."

"We are looking for a great, proper love song. Something unashamedly romantic so don't be afraid to be sentimental or warm. It should lift the heart. Instinctively we think that the track we need is probably from the 50's or 60's, maybe the 70's. [...] We want a big crescendo at the end, when the main characters kiss and everybody wakes up, so songs that build up to swelling, string-soaked choruses are especially welcome. Lyrics and choruses involving sleep, eyes, waking, dreaming, touch, or some other direct link to the narrative, would be great."

SUMMARY, CONCLUSIONS AND FURTHER RESEARCH

We have interviewed professionals involved in creative music search for synchronisation, analysed the organisation of music in specialist search engines and a collection of written music briefs. We are currently collecting and analysing the results of observations of relevance judgements given by experts who have listened to sets of music generated from briefs applied to these search engines. During 2010 we plan to continue to analyse our data and examine in particular the way participants determine and communicate musical meaning. We hope our research will inform the library community in general and the music information retrieval community in particular about the information needs, communication processes, meaning making and relevance judgements of users doing this type of searching and inform systems development in this area.



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