

MOH Essentials

Several times you may have gotten something made for your MOH that has advertising for your company. It is a good use for MOH, but when having this created you need to be certain that the producer has gotten the rights to all of their material, there are also royalty-free sources of music, but the agreement should be checked to be certain that it can be used in MOH systems. And what can happen, many businesses may continue to use one of these sources long after they have learned that they are not legal. People think that they will never be caught. On that all we can say is that BMI is out there looking and have imposed fines of many of thousand of dollars to businesses that have used their unlicensed music. Trades can also subscribe to music services such as "Music Choice", "DMX". As these services have bulk license agreements they may be able to offer a lower expense option. There aren't any doubts that Music on hold has many benefits including, assuring the caller that they are still connected, entertain the caller, sometimes giving them the impression they are on hold a shorter time than actuality, inform the caller, always say audio is at least half of the viewing experience of a movie, but less than 5% of the newsletters cover the subject, it took a jog from a subscriber who asked for an issue about how to select background music, and where to get it.

As good a topic as it is, it's not an easy one... we've been wrestling for days with what to cover and how to say it, ending up with 3 topics: obtaining music so it's accessible to Movie Maker, selecting the right music and mixing it into the project, and distributing the rendered movie. Getting music should be pretty easy today, so much is online, easy to search for and download, for free or a small fee. And if it's not immediately importable to your collection, you can copy it as it plays into a Movie Maker narration file, or, if you don't have the narration option on your system, you can burn it to an audio CD and rip it back into your computer as an importable WMA file. Choosing music during the editing phase is about what music you have in your library, and how it fits into your movie. For home movies it's best to use music you like. How to mix it into the visual and other surrounding audio is the artistic part of the process, distributing your rendered movies is a potentially sticky part. Distributing copies to friends and family, or others, for free or fee gets you into meeting laws, having rights, obtaining permissions, and paying royalties

About the Author

Tymon Hytem has worked in the electronics field for the past 15 years. He enjoys helping people decide on electronic gadgets from telephones to [XM Radio](#) and choosing the perfect [XM Satellite Radio](#) system for their needs.

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