



# MVT - Music Video Touring

Templates for Merlin Project

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## Templates for Merlin Project

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## MV...what ?

The MVT – Music-Video-Touring production toolkit is the musician's plan to keep the schedule, team and budget in line. It is today more important than ever for musicians to know where they stand business-wise, because the music industry is undergoing a transformation from major record labels signing artists to independent artists taking care of production, sales and marketing of their music themselves.

Whether you are just starting out recording your music or shooting your video, or whether you are an acclaimed artist taking care of every aspect of your business – you need to be on top of the budget, timing and your team at all times. For beginners we have added an example workflow for each music style, as well as for touring and video production.

You quickly and easily get a grip on when the band has to be present, which artists you want have at the studio and whether you can afford them with the budget you have, need to cut down or "borrow" your little sister's piggy bank.

You can store mixes or video edits, so your A&R man or fellow musicians can pick them up without interrupting the workflow, you can deposit lyric sheets, demo recordings, hotel reservations, flight tickets and lots more.

## MVT uses Merlin Project in Standard, Lite or Server version. Why?

Making music for a living usually includes recording your album, shooting a video and touring around to promote and sell your music. Again, all of this costs time, money and effort. You've got to sit down and calculate your budget for all these undertakings. In the end you will have a nicely worked-out plan – but as we know: plans change.

You will be required to keep up with the changes by changing dates, adjusting your budget and communicating these changes to your fellow musicians, studio team, rental companies, etc. You get the idea...

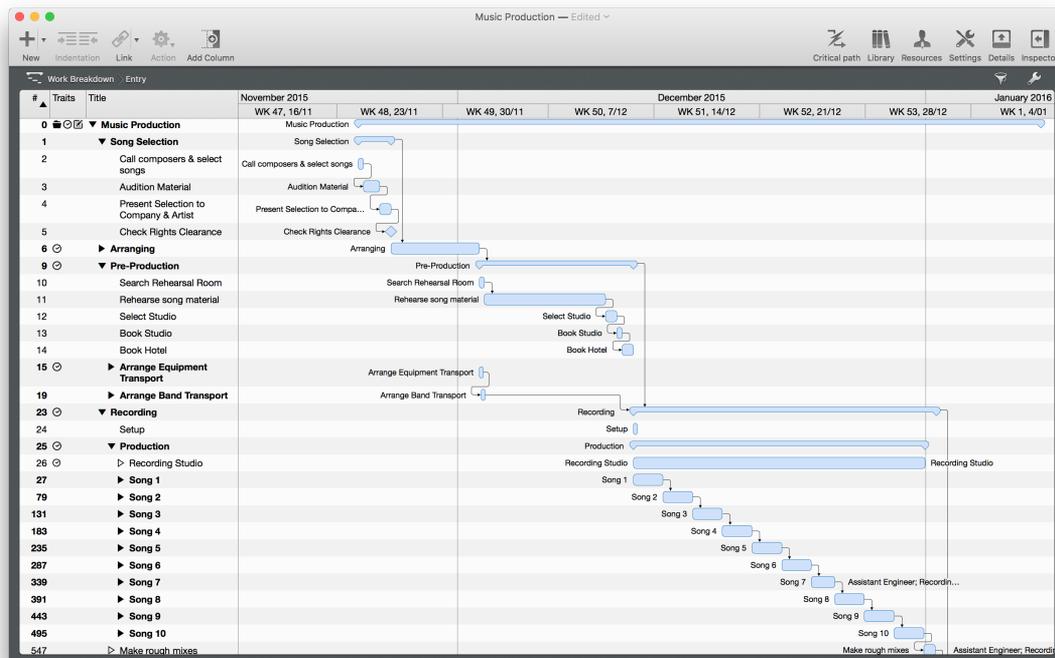
Rather sooner than later you will eventually be missing an email, forgetting a meeting or missing to enter additional costs to your calculation, because you find yourself going back and forth between your phone book, calendar, Excel sheets and emails.

## So...

MVT lets you see all the necessary information at a glance and dynamically adapts to the changes during the process of music, video and touring production. If you start running into trouble with your deadline, MVT gives you a warning ahead of time, shows you which of your fellows is chilling while others work their backs off – you can react accordingly and distribute the workload more evenly and efficiently.

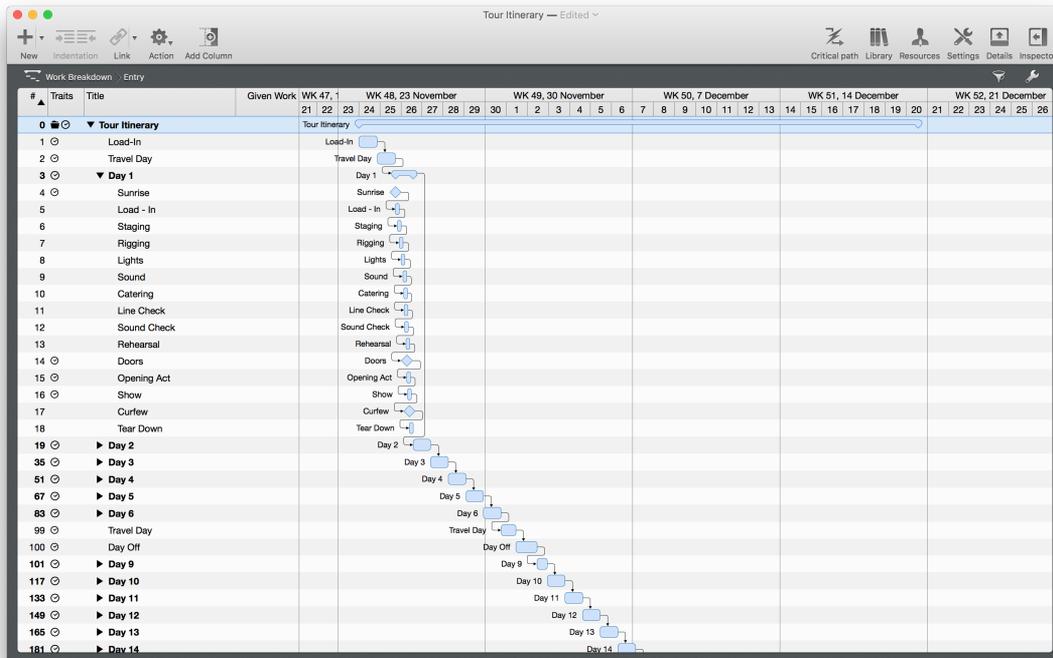
You are at the helm of your project any time, and you can share your schedule with band members, engineers, studio managers, video directors or the tour manager via iPhone, iPad, Mac or even through the web on a Windows computer.

# Music Production



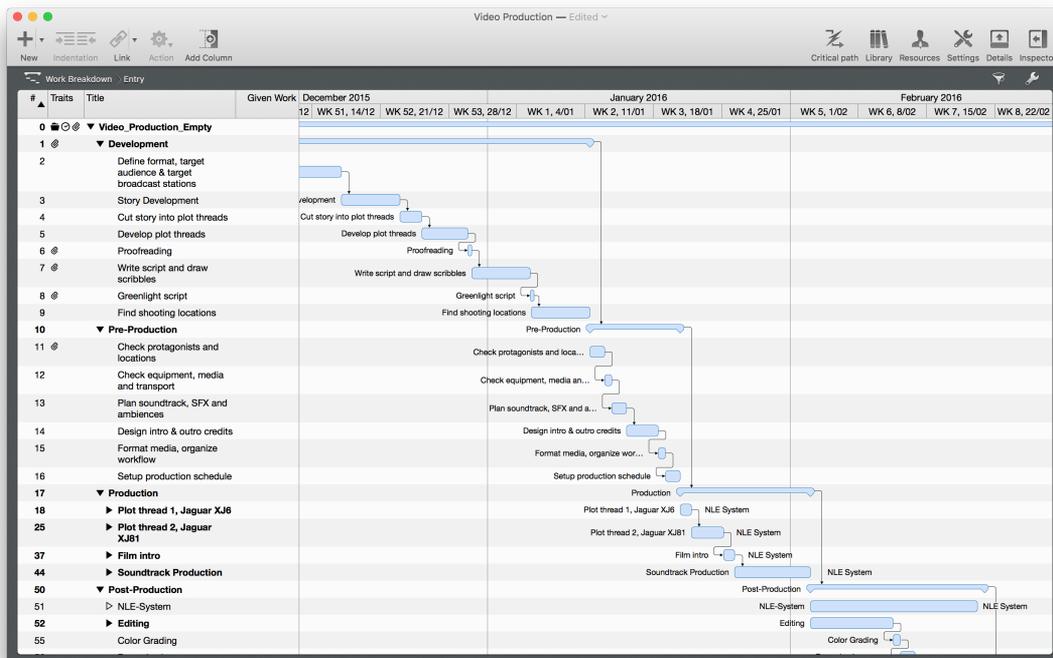
The Music chapter contains all the information on the individual tasks of making a record. From picking the songs through pre-production, studio booking and travel preparations to mixing and mastering – you will be guided through the process while being able to monitor progress, budget and resources.

# Tour Itinerary



The Touring chapter offers touring musicians, production companies and crew members a comprehensive guide on where in the world they are (nothing more embarrassing than to shout "Hello Cleveland" in Wichita, KS) and where they will be going next, who is with you (more importantly: Who SHOULD be with you) and who will have to have accomplished which task by a given time and within a given budget.

## Video Production



The Video chapter is the ideal guide and tool for producers, directors, DOPs, editors and grading artists for the coordination of multiple tasks within a given time frame and budget.

## Templates

We have added a template project for every chapter so you get a good idea of how to use MVT most efficiently. Plus, it is a great beginners guide to the workflow of each chapter. And since I came up with it and use it in my everyday production work, anyone can use it - I am the living proof!

## What's next

In the near future there will be an iPhone & iPad version of MVT as well as a server version which will allow bands, managements, record labels, video production houses and touring companies to share their scheduling with all the parties involved.

## Conclusion

The Apple business community has enjoyed managing projects with Merlin since 2004. We welcome the opportunity to support your music, video and touring ambitions with this Merlin Project template.

Some of you might have different opinions about how you or your organization manages the process. This is quite normal. It is a matter of fact that there is more than one way to success. We welcome any questions or feedback in response to managing the music, video and touring process with Merlin Project! Just drop us a line.



If you need help on how to use Merlin Project please refer to the documentation, to which you have access via the Merlin Project "Help" menu or [online as well](#).

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