

Glossary of terms â?? B

Description

Background Instrumental / BI

Typical use in advertising, also in films. Describes an instrumental song / music being used in the background (non visual or off camera) to accompany a story/scene.

Background Vocal / BV

Typical use in advertising, also in films. Describes a vocal song / music being used in the background (non visual or off camera) to accompany a story/scene.

Bespoke Music

Synonym for a composition, i.e. music that has been composed specifically for a project.

Briefing / Brief

A description or outline of the creative needs, can apply to audio (Music Briefing), video and other.

Buyout

Term to describe price to be paid for grant of a license in a certain License scope (media, territory, term).

[Glossary](#)

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