



BRIAN MCBREARTY

PROFILE

I'm an accomplished composer, sound designer, music technologist, producer and forensic musicologist.

I have twenty years of experience creating music and audio solutions for broadcast, games, and new media for industry leading clients.

Through my forensic musicology consultancy I serve composers, broadcasters, advertisers, music supervisors, and the legal community as an expert specializing in music comparison and clearance, and copyright infringement litigation consulting.

I also run a production music library licensing hundreds of composers' work.



SAN FRANCISCO BAY AREA



BRIANMCBREARTY@GMAIL.COM



[HTTP://MEDIAGLOSS.COM](http://mediagloss.com)
[HTTP://SONITARIUM.COM](http://sonitarium.com)
[HTTP://MUSICOLOGIZE.COM](http://musicologize.com)



[HTTPS://WWW.LINKEDIN.COM/
IN/BRIANMCBREARTY/](https://www.linkedin.com/in/brianmcbrearty/)



@brianmcbrearty



1.212.217.9512

EXPERIENCE

○ MEDIAGLOSS AUDIO STUDIO

2003 to Present

Composer, Sound Designer, Audio Supervisor

Mediagloss is Brian McBrearty's sound company. Brian provides interactive sound strategy, custom scoring, production, sound effects, loop libraries, construction kits and music supervisory services to bellweather client companies and agencies in games, apps, mobile, film, television, radio and advertising.

- Brian helps **Google** strategize, develop, and implement sound and music solutions that propel the company's industry leading audio-driven "Google Assistant" experience including Google Home and device apps. Services include creation of custom music, sound effects, loops and innovative multi-track loop arrays, voiceover supervision, talent sourcing, audio editing, music supervision and licensing.
- **Facebook** and **RockYou Media** games for which Brian creates sound effects and original music are some of the most successful and most enjoyed games in the world, visited by thousands of players daily. Zoo World Classic alone has over 6.7 Million Facebook likes and according to AdWeek has enjoyed as many as 10 million monthly active users.
- **Tencent** asked Brian to create the first audio interface for WeChat, its market dominating communication platform in Asia that enjoys 900 million daily users. Brian wrote the music and created sound design for "Pencil Pilot," Tencent's mobile game credited with launching the world's biggest gaming platform. Pencil Pilot was downloaded 180 million times in a single day.
- Composer and sound designer for Sago Mini (part of Toca Boca) the top preschooler educational app producer in the world, whose portfolio of best selling games have enjoyed over 20 Million Downloads and won numerous awards.
- Other clients include: Kingdoms Of War, MasterCard, Lego, Mochi Media, Shanda Interactive, Red Bull, Citigroup, Verizon, Family Channel TV, Yahoo, MTV, Viacom Interactive.

○ SONITARIUM PRODUCTION MUSIC LIBRARY

2013 to present

President

Sonitarium is a stock music library company providing exclusive and non-exclusive royalty-free, pre-cleared, easily licensable music for films, video games, tv shows, commercials, radio broadcasts, corporate videos, YouTube videos, podcasts, websites, on hold music, etc. The library and website at Sonitarium.com is run by Brian alone.

- Curation of the library involves accepting weekly submissions from over 100 member composers and evaluating compositional, stylistic, and sound engineering appropriateness for addition to the library.
- Create descriptions and keywords; manage audio specific metadata (beats per minute (BPM), length, file format and size; and composer specific metadata that link assets to publishing rights (royalties data) to collection organizations such as ASCAP and BMI.
- Manage end user customer experience -- licensing contracts, customer service inquiries, as well as website maintenance, marketing, seo
- Manage composer customer experience -- update and maintain composer-only metadata management tool, payroll and revenue sharing.

ASSOCIATIONS

- American Society of Composers, Artists and Producers (ASCAP)
- Copyright Society of United States of America (CSUSA)
- American Musicological Society
- American Bar Association

NOTEWORTHY

- Project Awards: Cannes Lions, One Show Gold Pencil, Webby's, FWA's, SXSW, Horizon, ID Awards
- Recent project, Google's Toontastic earned an Emmy, to go with its countless other awards - Parents Choice, AASL, iTunes Hall Of Fame. etc.

EDUCATION

- BA, MUSIC, Composition and Theory. *State University of New York at New Paltz. SCL. Ulrich Scholarship.*
- BS, ECONOMICS, Potsdam College, NY

EXPERIENCE (CONTINUED)

○ MUSICOLOGIZE

2017-present

Forensic Musicologist

Brian's understanding of music theory and history, and also copyright and intellectual property law, enables providing expert musicologist services to attorneys, advertising agencies, music supervisors, production companies, songwriters, and composers.

Select Services

- **Comparison & Clearance** is a preventative measure against plagiarism claims. Most typically a track intended for advertising or broadcast is compared to a specifically concerning pre-existing track. Brian provides expert analysis and opinion as to whether the two tracks are significantly similar. If concerning similarity is found, Brian is usually asked to provide composition supervisory services to alleviate the concern.
- **Significant Similarity Analysis** is most often requested by a potential plaintiff in a legal action. Brian provides in depth analysis of melody, harmony, structure, and orchestration, and learned opinion as to whether infringement might exist. If grounds for an infringement claim are found, Brian works with counsel to strategize and compose the written complaint that is the first step of a litigation process.
- **Expert Witness and Trial Preparation** consulting services including musicological analysis, reviews of fellow musicologist's findings, deposition and trial strategy and prep, creation of visual and audio materials, and expert appearance including live presentations designed for non-musical judges and juries.

○ IP NETWORK (Intellectual Property Marketplace)

1997-2002

Creative Director

Led team of designers and programmers to create and maintain IP management software offering and an internet based IP rights marketplace.

- With SVP of Marketing, developed strategies to maximize the commercialization of intellectual capital for life sciences, electronics and communications industries
- Developed software solutions to manage and analyze collaborative relationships, legal agreements, and intellectual capital for industries enabling players to more effectively meet existing obligations, collect on royalties due them; and identify and unlock unrealized value of their IP portfolios.
- Designed, coded, and maintained a pioneering online marketplace, ipnetwork.com, bringing together buyers and sellers of intellectual property rights primarily in the music and art communities and streamlining the legal and financial processes of licensing.