



Song Riders: Joe Berman and Shauna Krikorian at a North Hollywood studio.

## Marketers Cue Up Hit Catalog

MediaHorse sounds out TV, film deals for tunes by Kiss, others.

Christina Aguilera, Marilyn Manson and Kiss are among the major music acts set to expand their brands by having their songs licensed to movies, TV shows, video games and commercials.

They are part of a publishing catalog owned by HoriPro

Entertainment Group, a U.S. music publishing subsidiary of entertainment giant HoriPro Inc., which just inked a deal to have Silver Lake's MediaHorse market part of the Japanese conglomerate's vast catalog.

HoriPro bought its way into the U.S. music business with the acquisition of Kiss' publishing rights in 1989. The company's catalog has since expanded to include 13,000 songs in all genres - from Aguilera to Manson. The entertainment giant works with various licensing firms around

the world to monetize that music by placing it in films, TV shows, ads and games.

"We see this being lucrative for all parties as these songs can secure fees up to the high six figures," said Joe Berman, who formed MusicForce four years ago with Shauna Krikorian.

The duo has made a lot of noise in the entertainment industry since then by placing music in such TV shows as "Revenge" and "The Good Wife," ads for Victoria's Secret and Pepsi, and trailers for movies such as "Jupiter

Ascending" and "The Hunger Games: Catching Fire."

That brought them to the attention of Nobu Yamamoto, HoriPro's L.A.-based executive vice president.

Berman and Krikorian's network of contacts has been built over years spent in the local music scene. Berman played guitar in various rock bands before producing, recording, releasing and promoting records by emerging artists and then securing licensing deals for them. Krikorian was a DJ prior to becoming a talent booker, manager, marketer and licensing executive.

"Being super passionate about what we do lends greatly to our success," she said.

The new deal means expansion for the small company, which is looking to add sales and administrative staff to free up the co-founders to focus on licensing classic songs such as "Rock and Roll All Night" by Kiss.

"We have shown exponential growth since inception, tripling our numbers. Now with more hard work and dedication we will grow further," Berman said. "It's awesome to be working with iconic artists."

- Sandro Monetti

## Event Firm Turns Outpost Into Big Show

Done + Dusted's new L.A. office quickly scored award work.

As if British actors weren't already dominating Hollywood award shows, now British producers are showing us how to make them.

Since opening a Santa Monica office last year, Done + Dusted, a London live-events firm, has landed contracts to produce and direct a string of award shows held in Los Angeles.

The iHeart Radio Music Awards, Nickelodeon Kids Choice Sports Awards and upcoming inaugural Red Nose Day telethon are among the local ceremonies getting the British touch.

Done + Dusted first came to global attention for its work on the London 2012 Olympics opening ceremony and it has been winning medals for its international events ever since.

The firm was founded by British director Hamish Hamilton, who directed the



Taking Wing: Ian Stewart at office in Santa Monica.

Katy Perry Super Bowl half-time show and is next directing the Academy Awards.

Overseeing the Santa Monica office, which has a staff of 35, is his producing partner and fellow Brit, Ian Stewart.

"Having offices on both sides of the pond now means we have a budgetary advantage, as we don't have to fly big teams to another continent," said Stewart. Done + Dusted's president. "It also means we can provide a 24-hour service to clients, as the London office can have solved a problem the L.A. office left them the night before by the time L.A. wakes up in the morning."

- Sandro Monetti

## More 'Wars' Than 'Star' at Event Bar

JJ Abrams spent the past year in a galaxy far, far away directing the new "Star Wars" film, and it appears he might no longer be recognized in his hometown of Los Angeles.

The moviemaker was ignored earlier this month when he tried to get a drink at an award show where he was the guest of honor.

Clutching the "one free drink" ticket that all attendees were given on their arrival at the Visual Effects Society Awards show at the Beverly Hilton, Abrams patiently waited in a long line at the bar.



Special: JJ Abrams with award.

When he finally got to the front and asked for a sparkling water, he was firmly told the bar was closed because the ceremony was soon to start.

Instead of playing the "Don't you know who I am?" card with the barman, humble

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#### CHARLES CRUMPLEY

Abrams, 48, calmly turned and went back to his table.

He was greeted there by an event official who asked why he didn't have a drink. When she got her answer, she marched him back to the bar, remonstrated with the barman and the force must have been with her as she got him his water - with a lime in it.

Shortly afterwards, Abrams also had in his hand the VES Visionary Award, presented for his work on the likes of "Lost," "Star Trek" and many other

film and TV hits produced by his Santa Monica production company, Bad Robot.

#### Turn Your Head and Rock

The doctor will see you now. And when he's done, he's got a show to play at the Roxy.

Dr. Jason Roostaean, 35, a plastic surgeon at UCLA, moonlights occasionally as a bass player with two other plastic surgeons and an oral surgeon in indie rock band Help the Doctor.

It all started in 2011 when the future bandmates were training as residents or fellows at UCLA's medical school. Lead singer Phuong Nguyen was waiting at Roostaean's home for a ride to the USC-UCLA football game when he

spotted a guitar and started jamming.

The two skipped the infamous game, which was a 50-0 disaster for UCLA anyway, and decided to start a band. They added Roostaean's then-intern Solomon Poyourow as the drummer and fellow surgeon Robert Kang on guitar and vocals.

The four started writing rock music and inviting people in the hospital to shows. Their audience kept returning, and pretty soon Help the Doctor was selling out the Troubadour, Roxy and House of Blues while raising money



Roostaean

for charity, said Roostaean.

And it hasn't gotten in the way of his day job.

"My patients, if they find out they're kind of, like, 'It's cool, it makes sense,'" he said. "It hasn't really decreased my

credibility. ... There's been only positive feedback so far. One patient called me a 'rocktor.'"

Staff reporters Sandro Monetti and Marni Usheroff contributed to this column. Page 3 is compiled by Editor Charles Crumpley. He can be reached at ccrumpley@labusinessjournal.com.

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