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Their Movie **Trailer** Music Is Proudly Commercial

BY EMILY ROME

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LOS ANGELES — In a recording studio on Sunset Boulevard, Thomas Bergersen and Nick Phoenix are banging on two giant taiko drums built for their company, Two Steps From Hell. The brawny musicians exude the fierce intensity prevalent in much of their music — until they suddenly get off-beat and let out loud laughs that reveal just how much fun this is for them.

Bergersen and Phoenix revel in the world of music for movies, but not in the same way as film score maestros like Hans Zimmer and John Williams. Two Steps From Hell, which they founded in 2006, is devoted to music for movie trail-

A common misconception is that the music in trailers is from the film itself. That's rarely the case, because a film's score is one of the last elements completed in postproduction.

Sometimes a trailer features music from a previously released film; for example, music from Michael Bay's "The Island" appeared in an "Avatar" trailer. But for many trailers, the soundtrack is composed by a company devoted to music for movie advertising. These companies — known as trailer music libraries — emerged in the 1990s, after studios began showing trailers to focus groups, creating the need for music earlier in the marketing campaign.

Initially, trailer music composition was little known outside the movie industry. Now, with the releases of trailers becoming events unto themselves, the number of companies has grown and the public is more aware of their work. Some companies even sell their songs online and have cultivated fan followings.

"It's great that people are becoming exposed to this type of music because most of it is a form of classical, and I think classical music used to be underground, not many people listened to it, but now it's much more in the mainstream," said Armen Hambar of Future World Music. Almost every element of a film

that viewers see in a trailer is derived from the script — from costumes to set design. But the music in trailers is usually written without a particular film in mind. Bergersen, who studied music in Norway and at USC, and Phoenix, who played keyboard in bands growing up, write their music (typically one- to three-minute tracks) for albums that they send to studio clients and trailer-editing houses. They make about two albums a year. The trailer editor selects

tracks from these albums, licenses them (fees run \$5,000 to \$10,000 per track for international use, Bergersen said), and then edits the available footage with that music. A trailer usually features at least three tracks. A typical formula, especially for dramas and event movies, is a soft start that gradually builds, leading to a climax that fades and "hopefully leaves people stunned," Bergersen explained.
Today, many films have two or

three previews, and are seen not just in theaters; often they're released first online, where they become conversation starters and are picked apart by bloggers. The trailer for the 2009 film

"Star Trek" put Two Steps on the map. The track "Freedom Fighters" — majestic yet ethereal, with a much slower build than most trailer music — captured the attention of fans. Bergersen says the track may have gotten such a strong response because it was the only piece in the trailer. "It gave people some time to latch onto the music," he said.

The trailer broke records upon

its release online: It was viewed more than 1.8 million times on apple.com during its first 24

Two Steps also had a shot that year at one of the "Avatar" trailers. Its track "Archangel" was in contention, but the studio ultimately went with a different editing house's version of the preview, using a track by Beverly Hills trailer music library Audiomachine.

"Archangel," driven by strings and 32 singers from the Mormon Tabernacle Choir, has yet to be used in a trailer. But some of Two Steps' tracks have been used multiple times, like "Heart of Courage," which was in marketing for "The Chronicles of Narnia: The Voyage of the Dawn Treader," BBC's "Frozen Planet" and the video game Mass Effect 2. And it made it into advertising for "Avatar" with the trailer for the August 2010 rerelease.