

Lees bij de volgende teksten steeds eerst de vraag voordat je de tekst zelf raadpleegt.

Tekst 10

Why all you need is cash for a fab advert

Diaper contract sparks fear for group's legacy

1 The most valuable catalogue in pop music is finally open for business after the Beatles invited offers to use their hits in advertisements. Twenty years ago the group sued Nike for \$15 million over the sportswear company's unauthorised use of the song *Revolution* in a campaign. Now the guardians of the Beatles' songbook have said the catalogue may be licensed for selected "brand partnerships" that enhance the original music's reputation.

2 Bids to hire the hits are being considered by Sony/ATV Music Publishing, which owns the rights to 259 Lennon and McCartney songs, formerly controlled by Michael Jackson. The Beatles lost control of their catalogue in 1969 when their Northern Songs publishing company was sold to Lew Grade's ATV Music. Michael Jackson paid \$47.5 million for the rights in 1985, outbidding Sir Paul, and formed a partnership with Sony a decade later.

3 Sony/ATV does not need the approval of the surviving Beatles or their heirs to cut deals. But Martin Bandier, chief executive, said he felt a "moral obligation" to discuss uses of the catalogue with Sir Paul McCartney, Yoko Ono, Ringo Starr and the family of George Harrison. A small number of Beatles songs have been authorised for use in advertising campaigns but only if rerecorded by other performers.



Sony/ATV Music is now expected to consider similar offers to the £5 million deal that allowed Microsoft to use the Rolling Stones' *Start Me Up* in a global advertising campaign.

4 One of the first deals, a campaign for Procter & Gamble's Luvs nappies that proclaims "All You Need Is Luvs", has raised concerns that the group's cultural and historical importance may be sacrificed in a dash for cash. Mr Bandier defended the nappy ad. He told *Billboard*: "The thought and the song were ideal for morning TV when young mothers are watching. We thought it was very tasteful." A Procter & Gamble spokeswoman said that classic songs helped to "connect with the consumer and drive emotion for a product or brand."

5 The publishers want to introduce younger audiences to the hits. Yoko Ono has said she wants John

Lennon's songs to be "accessible" to a new generation. Sony/ATV has allowed the fashion company Lyric Culture to use the words of *Revolution*, *Let It Be* and other songs on leather goods and clothing such as jeans and T-shirts.

6 Hollywood studios are prepared to offer millions of dollars to use original Beatles music on soundtracks. And rap stars have been allowed to "reference" Beatles songs to create new hits, although rap versions that carry a "bad message" will be rejected.

The Times, 2008

Lees bij de volgende opgaven steeds eerst de vraag voordat je de bijbehorende tekst raadpleegt.

Tekst 10 Why all you need is cash for a fab advert

- 1p 40 “Diaper contract sparks fear for group’s legacy” (onderkop)
In welke alinea wordt deze opmerking nader uitgewerkt?
Noteer het nummer van deze alinea.

Bronvermelding

Een opsomming van de in dit examen gebruikte bronnen, zoals teksten en afbeeldingen, is te vinden in het bij dit examen behorende correctievoorschrift, dat na afloop van het examen wordt gepubliceerd.