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**AMP Premieres “The Third Millennium: 2000 – Present”  
Short Film, With A Live Performance of the Score, Kicks Off Opening Night  
Concert For Advertising Week**

NEW YORK, September 23, 2008 – The Association of Music Producers (AMP) last night premiered the short film *The Third Millennium: 2000 – Present* at “AOL AMP’d UP!. Presented by Platform A,” Advertising Week V’s opening night concert at the Nokia Theatre in New York City. The soundtrack, composed and produced by AMP-member companies, was performed live by an orchestra while the film, an extraordinary montage of images chronicling recent history, screened. Virtually all of the footage for the film was provided by Thought Equity Motion, and Paul Kelly of Beast, New York, edited the piece. The film may be viewed at: [www.thoughtequity.com/shortfilm](http://www.thoughtequity.com/shortfilm).

*The Third Millennium*, with a running time of five minutes, chronicles the historic events of the past eight-plus years – from the triumphant New Years’ celebrations of 2000 to the events of 9/11 to the Mars landing and the recent Olympic games. “This film is a great collaborative effort, showcasing many talents,” said Lyle Greenfield, President of the National Board of AMP, and Founder of Bang Music, who crafted the film’s concept. “It’s a unique example of what AMP member companies and composers are capable of – what we do.”

Adds Jason Menkes, Vice President of AMP’s New York board, who co-executive-produced the soundtrack: “The creative challenge of this project was to provide a consistent narrative while balancing individual expression through writing freedom. We chose these four composers specifically for their unique viewpoints, yet it was equally essential to present this work as a single living piece. The team was outstanding and notably egoless, always putting the needs of storytelling first.”

The soundtrack to the film supports and gives cohesiveness to the moving images. “It was gratifying—and challenging—to be a part of this project,” said Kelly of

Beast. “And, frankly, pretty extraordinary to view all we have lived through in the past eight years.”

“Thought Equity Motion’s diverse content collection and deep resources for archival footage made us a perfect fit for this project. We provided 95% of the footage for this film – giving the producers nearly 800 clips to select from. This is a great example of seeing editorial content typically used only in documentaries or news programs in a fresh, creative light. The end result is both entertaining and thought-provoking,” said Thought Equity Motion CEO and founder, Kevin Schaff.

Since 2006, AMP and the Association of Independent Commercial Producers (AICP) have brought their expertise to the planning of Advertising Week’s opening night celebration (which this year featured performances by OutKast’s Big Boi and N\*E\*R\*D), as well as other entertainment events during The Week. “But *The Third Millennium* film is one ‘event’ that has brought together a full ensemble of creative forces in our industry—live action, still photography, editorial, soundtrack composition, sound design, performance, audio post,” explained Greenfield. “It rocks!”

The original music score was composed in collaboration by Liz Myers (Trivers/Myers); Chris Plansker (Yessian Music); Jeff Slutz (Sugarbox); and Ben Zebelman (Octave Music). Each composer scored a portion of the film, with their combined efforts fluidly melding into one cohesive track. Executive producers for the film’s music are: PJ Hanke of Sovereign and Jason Menkes of the newly launched COPILOT.

#### ABOUT AMP

The **Association of Music Producers** (AMP) was founded in 1998 for the purpose of educating its members, as well as the production, advertising and media communities, on all facets of music production, from creation to final use. With regional chapters around the U.S., AMP is the first organization to represent the music production industry on a broad platform of creative, business and community matters. Production guidelines, legal issues relating to rights, licenses and composer royalties, talent negotiations, industry education, public relations and industry charitable endeavors are among the bullets on AMP’s agenda. Visit us at [www.ampnow.com](http://www.ampnow.com).

#### ABOUT AICP

Founded in 1972, the **Association of Independent Commercial Producers** (AICP) represents, exclusively, the interests of United States companies that specialize in producing commercials in various media -- film, video, digital -- for advertisers and agencies. The association, with national offices in New York and Los Angeles as well as eight regional offices, serves as a strong collective voice for this \$5-plus billion industry, disseminating information; representing the production industry within the advertising community, in business circles, in labor negotiations and before governmental officials;

developing industry standards and tools; providing professional development; and marketing American production.

#### ABOUT THOUGHT EQUITY MOTION

**Thought Equity Motion** is the world leader in providing access to high quality film, video and music content. The company's forward-thinking approach to digital video has produced an array of products and services to meet the exploding demand of emerging media.

Widely recognized for its expertise in licensing rights, Thought Equity Motion is the licensing agent for renowned media companies including Paramount Pictures, MGM, NBC News, HBO, National Geographic, Sony Pictures, the NCAA and hundreds of others.

With offices located around the world, Thought Equity Motion offers the broadest, deepest content collection available. This vast collection, combined with leading-edge technology, makes Thought Equity Motion the preferred destination for multimedia professionals.

For more information, go to <http://www.thoughtequity.com>

**An  
ASSOCIATION OF MUSIC PRODUCERS  
Production**

**Footage Provided By**

Thought Equity Motion  
[www.thoughtequity.com](http://www.thoughtequity.com)

Project Manager     Kate Morley

Content Research     Steven Pattison

**Offline Editorial**

BEAST  
Edited by Paul Kelly  
Assistant Editor, Eduardo Wong  
Assistant Editor, Marrian Cho

**Online Editorial**

SOUL7  
Jon Tomasello, Flame Artist  
Chris Caravella, Flame Assistant  
Julia Williams, Flame Producer

**Original Music Score**

Association of Music Producers (AMP)

Executive Music Producers  
Jason Menkes     COPILOT Music  
PJ Hanke     Sovereign, LA

Composers  
Liz Myers, Trivers Myers Music  
Chris Plansker, Yessian Music  
Jeff Slutz, Sugarbox  
Ben Zebelman, Octave Music

**Sound Design**

Paul Kelly, Beast  
Ross Reinhardt, Bang

**Audio Post**

Color

Mixers

Josh Abbey

Kevin Halpin

**Additional Clips**

“Happiness Factory”

The Coca Cola Company

2008 Beijing Olympics

Dain Blair, Groove Addicts

Justin Blair, son of Dain

**Videographer, Internet Search Sequence**

Peter Blitzer

**Film Concept**

Lyle Greenfield