

A person wearing a red t-shirt and headphones is sitting at a desk in a dimly lit room, focused on playing a video game. They are surrounded by multiple computer monitors and equipment. The room is dark, with light coming from the screens and some ambient lighting. The overall atmosphere is one of intense concentration and immersion in the game.

**The Proliferation of
Generic Stock Music,
AI Chatbots and
Social Isolation
is Pushing Gamers to Seek
More Human Connections
With Their Favourite Games.**



**After Years of
Generification**

***ORIGINAL*
Game Audio**

**Reclaims It's Vital Role in the
Immersive User Experience.**



#UNMUTE

1980's - 1990's

- Pioneering music composers work within the confines of 8-bit MIDI technology to create an entirely new genre of popular music.
- Star composers emerge including Nobuo Uematsu, Yoko Shimomura, George "Fatman" Sanger.

2000's

- **MP3 and other highly compressed audio formats enable games to play original music featuring virtual instruments and full orchestration.**
- **Film-style epic-orchestral styles dominate.**
- **Composer/Conductors become the new rock stars including Jeremy Soule, Tom Salta, Inon Zur.**

2010's

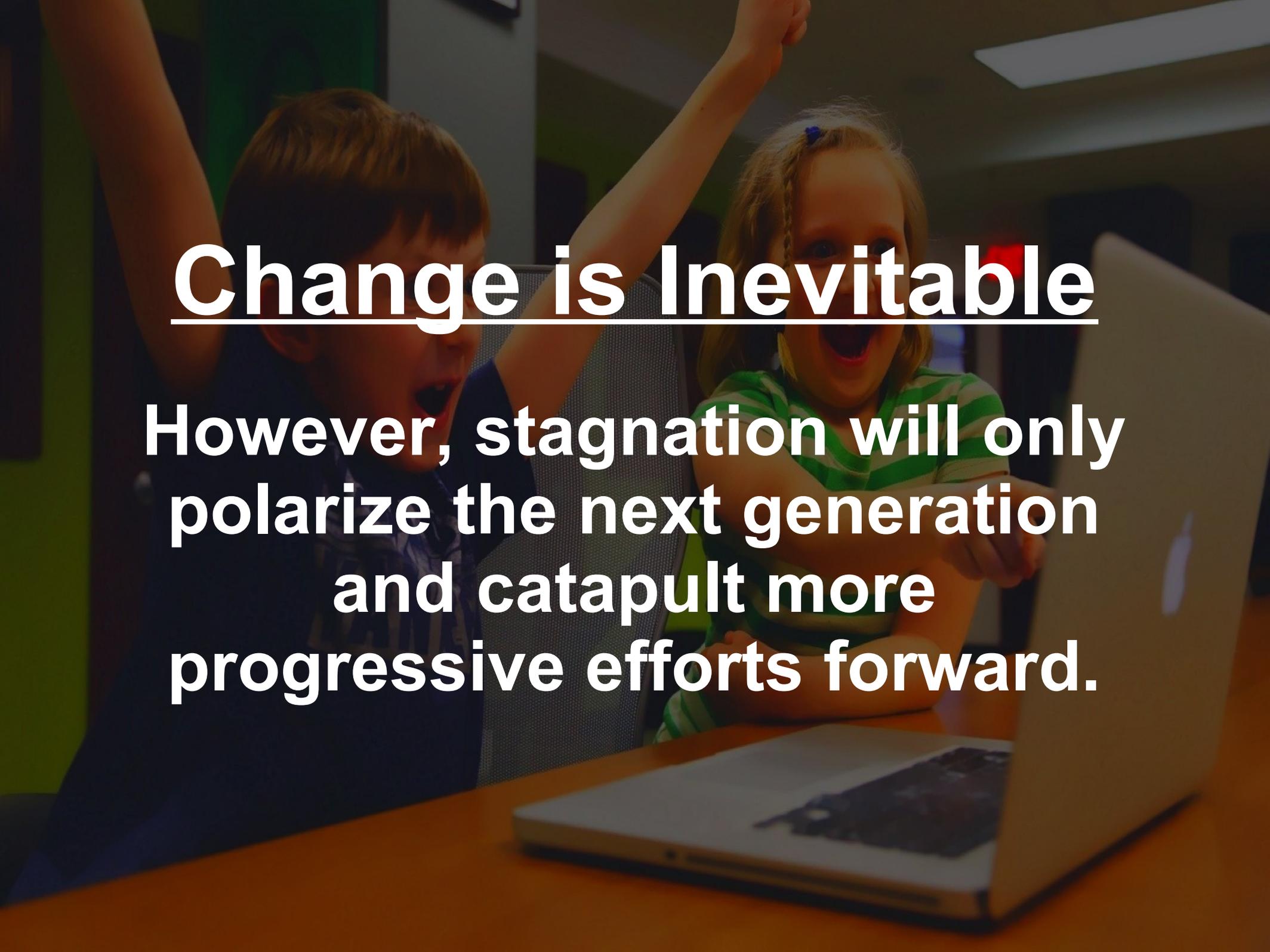
- **Royalty-free music libraries proliferate. Stock music is the norm for non-AAA games. ShutterStock acquires Premium Beat, Getty Images acquires Pump Audio.**
- **Social media increases social isolation. Chatbots replace human interaction. Millennial loneliness is declared an epidemic.**
- **A women's empowerment wave ignites when a highly-qualified female presidential candidate loses a contentious US election.**

2020's

- **COVID-19 lockdowns, remote work and generative AI force the pendulum to swing the other way as isolated gamers seek more human connections & authentic experiences.**
- **Original music composers return to games putting a human face to this integral pillar of the creative process.**
- **Men join women in their efforts to shatter the glass ceiling after another contentious US election.**

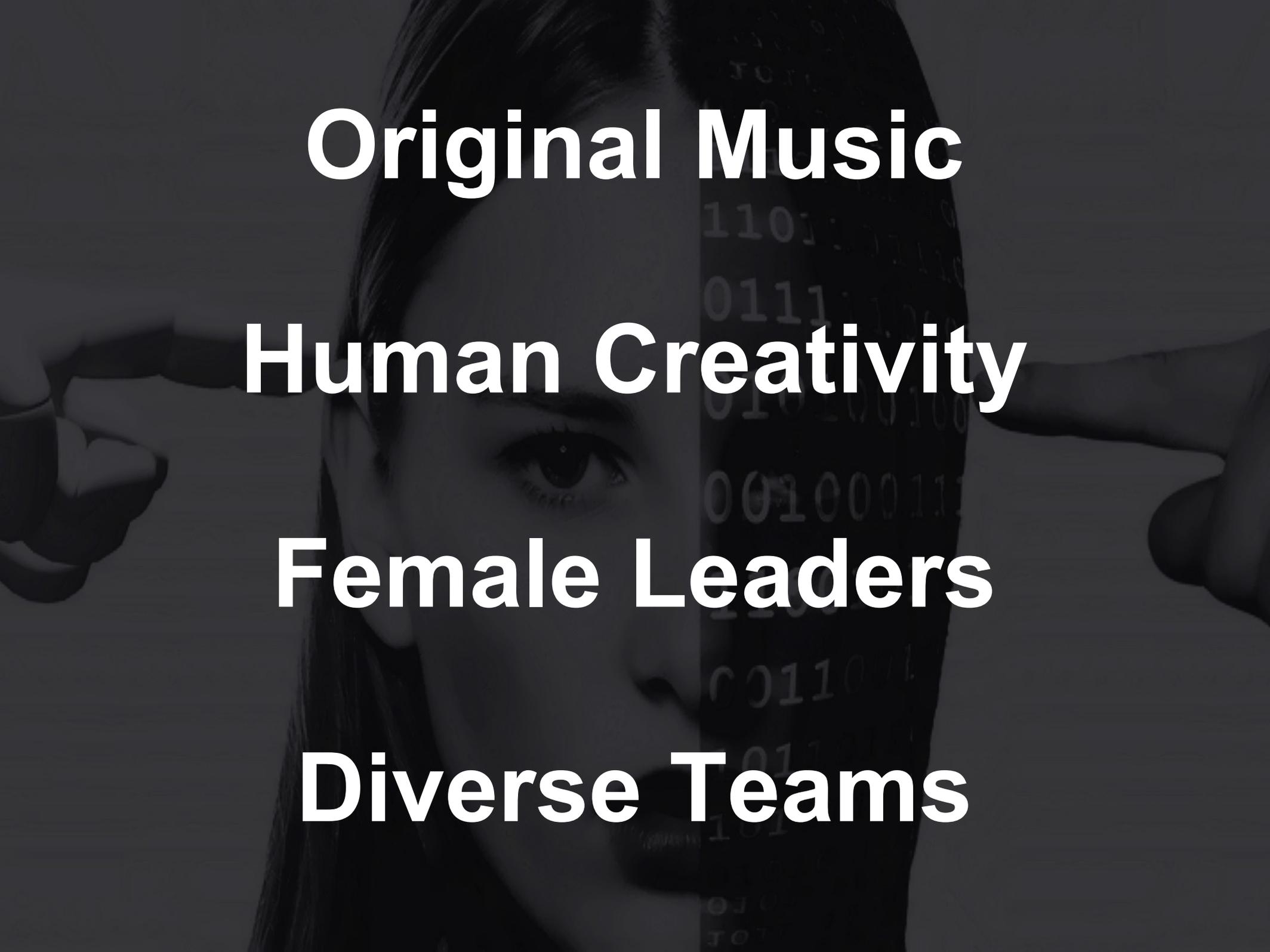
Change Can Be Slow

Many companies, studios & games will fail to adapt to this new environment, instead pushing previously successful business models, including non-diverse, on-site teams and generic stock music.

A young boy and girl are sitting at a desk with a laptop. Both have their arms raised in excitement, suggesting they are celebrating a success or achievement. The boy is on the left, wearing a dark shirt, and the girl is on the right, wearing a green and white striped shirt. The background is slightly blurred, showing what appears to be a classroom or office setting.

Change is Inevitable

However, stagnation will only polarize the next generation and catapult more progressive efforts forward.

A grayscale image of a woman's face, looking directly at the camera. The image is semi-transparent, allowing binary code (0s and 1s) to be visible in the background. Two hands are visible, one on the left and one on the right, with fingers pointing towards the text. The text is overlaid on the image in a bold, white, sans-serif font.

Original Music

Human Creativity

Female Leaders

Diverse Teams

The New Landscape

Female & male gamers who value fairness, equality and balance will form fan-based allegiances with the creators behind their most enjoyable moments and celebrate the brands that promote their personal ideals.

Bonny “DJBonseye” Morgan

“A Secret Weapon”

Her intuitive sense of rhythm and style has thrilled live crowds at venues around the world.

Her immersive sound design has brought 100+ games, shows and movies to life.

Bonny “DJBonseye” Morgan

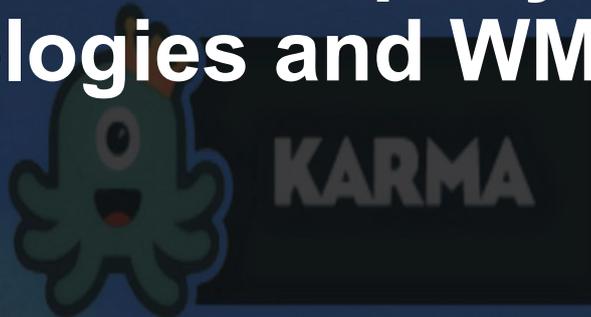
A platinum-selling recording artist with over 1 million streams, she's proven skilled at bringing live venue energy into the studio and crafting immersive soundscapes with music & sound design.

Partnered since 2011 with Hollywood's Max Steiner Agency in a quest to take over the world of game audio.

Case Study: Karma Gaming

Bonny Morgan's music and sound design for Karma's lottery video game Bee 2 Zee helped the innovative Nova Scotia start-up land a complete IP portfolio buyout by Las Vegas casino gaming giant Scientific Games (NASDAQ: SGMS), parent company of Bally Technologies and WMS Industries.

THE
EUROPEAN
LOTTERIES



Case Study: Rocket Games

Rocket Games (3XE) approached Bonny Morgan to produce all new music and sound design for their portfolio of casino slot games to reboot their lineup for cabinet placements in gaming rooms across the U.S.

**Bonny “DJBonseye” Morgan
Cicada Music Inc.**

Creative Game Audio Production

Music Composition & Supervision

Sound Design & Foley

Voice Talent & Vocal Effects

Audio Direction & Team Lead

Bonny “DJBonseye” Morgan
Cicada Music Inc.

Game Audio Sampler

ICADA

(Click to Play in New Window)



Cicada Music Inc.

**Bonny “DJBonseye” Morgan, president, creative
Spencer Morgan, vice-president, biz-dev**

**<http://cicadamusicinc.com>
info@cicadamusicinc.com**

**Represented by Gloria Soto (Blizzard, Interplay)
at Hollywood's Max Steiner Agency**

info@maxsteineragency.com

H O L L Y W O O D , C A L I F O R N I A