

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 keyboards. The room is filled with various pieces of electronic equipment, including what appears to be a server rack in the background. The overall atmosphere is one of intense concentration and immersion in a digital world.

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



**After a Decade of  
Automated Audio,  
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 election.**

## 2020's

- **COVID-19 Social Distancing** forces the pendulum to swing the other way as isolated gamers seek more human connections and authentic experiences.
- **Original music composers** return to games putting a human face to this integral part of the creative process.
- **Men join women** in their efforts to shatter the glass ceiling.

# 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 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 overlaid with binary code (0s and 1s) and two hands pointing towards the center. The text is overlaid on the image in a bold, white, sans-serif font.

**Original Music**

**Creativity**

**Female Figureheads**

**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.

# 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.**

**Partnered with Hollywood's Max Steiner Agency she is now taking over the world of casual games.**

# Karma Gaming, 2016

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



KARMA



# Rocket Games (3XE), 2017

Rocket Games approached  
Bonny Morgan to produce all new  
music and sound design  
for their portfolio of casino slot games  
to reboot the 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**



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](mailto:info@cicadamusicinc.com)**

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

**[info@maxsteineragency.com](mailto:info@maxsteineragency.com)**

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