

Forget the Euro hysteria that surrounded the wonderfully kitsch and much loved phenomenon that is the Eurovision Song Contest....as we now have the prospect of a new European-based mega-song gracing our shores. 'A Song for London 2012' is on its way.



Image created by [Doug88888](#) and reproduced under a [Creative Commons licence](#).

Universal Music recently signed a deal with London 2012 to enable an exclusive music licensing deal for the Games. With so many GB superstars, such as Amy Winehouse and Coldplay, on their books, Universal can afford to offer something truly spectacular to the Games. This deal is likely to cover musical branding, singles, compilation albums, and consultancy relating to the choice of artists used for the opening and closing ceremonies.

London 2012 Commercial Director Chris Townsend believes that: "From playing music to build up the atmosphere before events, to soundtracks to film and of course music at ceremonies, there is a massive role for music at the Games...This innovative deal will ensure that we are able to utilise the huge expertise at Universal Music, as well as ensure we have experts working with us at every stage for the composition, recording and in some cases, sale of London 2012 music."

Olympic Singing Champion

Sarah Brightman has featured on two recent Olympic songs – firstly, as one half of a duet at the Barcelona Games of 1992, with Jose Carreras (the beautifully titled *Amigos Para Siempre*), and later as the dueting partner of Chinese singer Liu Huan, singing 'You and Me' at the 2008 Beijing Games. This might offer the only consistency in terms of clues to what is perceived to make a good Olympic theme. But is there really a formula for success?

A Word from the Experts

Rod Argent, British writer, producer, and musician, has enjoyed number one hits across the world, including in the US and Europe, and has many successful producing and writing credits to his name (including TV theme tunes, jingles and classical music). As writer of ITV's official 1986 and 1990 Football World Cup theme tunes (*Aztec Gold* and *Tutti Al Mondo*, the former of which was retained as the theme to *Saint & Greavsie* for many years), Rod Argent is able to provide an expert opinion on sports theme related matters. He shared his thoughts with us, with regard to what songwriters should think about when pitching a great and memorable Olympics theme tune.

"Be open and expansive. The melody should have a broad sweep, and an uplifting feeling. The great thing that both music and sport have in common is that they have the ability to bring people together: they share a common language that can be understood everywhere, and any song or theme should reflect that universality, the sense that in

many ways we are all reaching out and striving for the same things".

START THE DISCUSSION

- Who do you think should represent the London 2012 Games as a musical artist and why?
- Think about your favourite sports events; do you remember the theme tune(s) or musical performances that accompanied it?
- So far, London 2012 has been criticised for the development of an unpopular logo and mascots. Do you think that there is a danger that the theme tune might suffer a similar fate?
- What is the benefit of having a theme tune, from a marketing perspective?

FIND OUT MORE

World Cup theme for Mexico World Cup (Tutti Al Mondo)

<http://www.youtube.com/watch?v=Ruz45ci96Dc>

Beijing Olympic Games 2008 Theme Song

<http://www.youtube.com/watch?v=NzE9ujqpgjE>

Amigos Para Siempre (Barcelona Olympics)

<http://www.youtube.com/watch?v=Y3jvOXUpQY4>

CREDITS

© Oxford Brookes University 2010. oxb:060111:025dd

This resource was produced as part of the [2012 Learning Legacies Project](#) managed by the HEA Hospitality, Leisure, Sport and Tourism Subject Centre at Oxford Brookes University and was released as an Open Educational Resource. The project was funded by HEFCE and part of the JISC/HE Academy UKOER programme. Except where otherwise noted above and below, this work is released under a [Creative Commons Attribution only licence](#).

**Exceptions to the Licence**

The name of Oxford Brookes University and the Oxford Brookes University logo are the name and registered marks of Oxford Brookes University. To the fullest extent permitted by law Oxford Brookes University reserves all its rights in its name and marks, which may not be used except with its written permission.

The JISC logo is licensed under the terms of the Creative Commons Attribution-Non-Commercial-No Derivative Works 2.0 UK: England & Wales Licence. All reproductions must comply with the terms of that licence.

The Higher Education Academy logo and the HEA Hospitality, Leisure, Sport and Tourism Subject Centre logo are owned by the Higher Education Academy Limited and may be freely distributed and copied for educational purposes only, provided that appropriate acknowledgement is given to the Higher Education Academy as the copyright holder and original publisher.

**Reusing this work**

To refer to or reuse parts of this work please include the copyright notice above including the serial number. The only exception is if you intend to only reuse a part of the work with its own specific copyright notice, in which case cite that.

If you create a new piece of work based on the original (at least in part), it will help other users to find your work if you modify and reuse this serial number. When you reuse this work, edit the serial number by choosing 3 letters to start (your initials or institutional code are good examples), change the date section (between the colons) to your creation date in ddmmy format and retain the last 5 digits from the original serial number. Make the new serial number your copyright declaration or add it to an existing one, e.g. 'abc:101011:025dd'.

If you create a new piece of work or do not wish to link a new work with any existing materials contained within, a new code should be created. Choose your own 3-letter code, add the creation date and search as below on Google with a plus sign at the start, e.g. '+tom:030504'. If nothing comes back citing this code then add a new 5-letter code of your choice to the end, e.g.; ':01lex', and do a final search for the whole code. If the search returns a positive result, make up a new 5-letter code and try again. Add the new code your copyright declaration or add it to an existing one.