

MTV, Comedy Central go head-to-head over Daft Punk booking

by Anthony Caruso on August 12, 2013

Prior to booking a musical act, many people figure if an artist doesn't have a performance lined up on a certain date then they're open for one. However, Stephen Colbert of "The Colbert Report" recently found out the hard way that despite achieving a Daft Punk booking, this isn't always the case.

For nearly a month, Colbert took to the airwaves and social media outlets promoting an appearance of electronica French duo Daft Punk on his program. Because non-concert appearances by the secretive act are few and far between, there was a considerable amount of hype surrounding the booking.

"We booked Click and Clack over here about a month ago," Colbert said on his program, according to the New York Times. "But there was a problem."

Unfortunately, Daft Punk was forced to cancel their performance on Colbert's show, citing a conflict with a secret upcoming performance at the MTV Music Video Awards - a performance that's not so secret anymore.

Talking anonymously to Entertainment Weekly, spokespeople close to the negotiations between Viacom (Comedy Central's parent company) and MTV were "intense." According to the Times, MTV threatened to cut Daft Punk from their award show's lineup if they appeared on "The Colbert Report."

While these actions may seem malicious in nature, they're not uncommon in the entertainment business. In fact, "The Colbert Report" is legally barred from having the same guest as "The Daily Show with John Stewart."

Talks between both networks were reported to be long and arduous, until Daft Punk's American record label, Columbia Records, stepped in and advised the duo not to perform on "The Colbert Report," as it would violate their agreement with MTV Networks.

Professionals involved in the entertainment industry can learn a lot from this situation. Prior to booking a big name, it's important to conduct thorough checks on all standing agreements they may have with other organizations, or else face the possibility of such a legal confrontation.