

MUSIC LICENSING – AUDIOCKET COMMERCIAL LICENSING SERVICE

My name is Ben Snyder and I work for Audiosocket, an independent music licensing company. What we do is get music from artists and musicians in front of people who need music for their media projects - film, TV, commercials, new media, etc. When they find music that fits their project, they license it from us and then everybody gets paid. Some of our recent clients include: Microsoft, Sony, Intel, Toyota, Urban Outfitters, Salomon, and Unity Snowboards.

I'm writing you, essentially to let you know that we exist and that we're actively looking for new music to add to our catalogue. Artists who wish to be considered for addition to our catalogue can upload their music on our website. We're huge fans of music and want a diverse catalogue. But, that being said, we don't accept everybody. Our clients trust our music catalogue to be of the highest quality, so we have to set the bar high. But if a song is well written and it's a high quality recording, chances are very good that we'll accept the song.

There is a \$15 fee to submit up to 4 songs. We really wanted to offer the submission process without a fee but the guys who listen to the music and make the decision whether or not to add it to the catalogue refused to work for free. I realize this is something of a bone of contention.

The long standing rule is that people should pay you for your music and not the other way around. You guys (in the ISA) even have a whole page dedicated to that belief. It's one that I traditionally believe in. The idea is that the placement fee should cover the cost of vetting the music. These, however, are separate operations. I could go into specifics but the ultimate truth of the matter is that today's musicians have to be entrepreneurs and do for themselves what has traditionally been the responsibility of a record label or manager.

As an entrepreneur, you can choose to place your music with other independent music licensing firms. Pump Audio comes to mind. They do not charge a fee and since they were purchased by Getty they've added every song sent to them into their catalogue. Their catalogue is now larger than 100,000 songs. While that's impressive - it's near impossible for an artist to stand out in that crowd. We pay a small team to listen and qualify music before it's added to the catalogue. It makes us a much smaller catalogue, but we like it that way. It assures us and our clients that everything that goes into the catalogue is of the highest quality.

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Audiosocket is a music licensing and technology company that provides creative music licensing solutions for all media.

We have curated a roster of more than 40,000 pre-cleared original tracks, spanning 204 genres, from 2,800 emerging bands and award-winning composers who are active in the market place and creating culturally relevant music.

Example of Audiosocket's work -

The Associated Press continues to evolve from a news service to a broader, one-stop shop for a broad variety of content. AP now has audio offerings thanks to a new alliance with indie music licensor Audiosocket.

In a partnership announced on Tuesday, AP said it will offers its customers a “curated collection of premium, culturally relevant music” via its AP Images service. The offering amounts to an online jukebox of sorts for ad agencies, publishers or even individual consumers who are looking for licensed music to accompany pictures, movies or slide shows.

The music is supplied by indie musicians who have licensed their songs to Audiosocket in the hopes of gaining new revenue and exposure. Blake Sell, product director of AP Images, says the service fills a middle ground by offering high quality audio files without the trouble or expense of licensing famous names.

The partnership is another in a series of deals that make AP look less like a traditional news service and more like a general content broker. The organization has recently signed deals with creative photography outfit Corbis and with celebrity image shop Invision. Meanwhile, the AP is also offering its content to more non-news organizations like ad agencies and sports leagues.

<http://paidcontent.org/2012/07/17/associated-press-plugs-into-music-hub-audiosocket/>