



Soundtrack Your Brand launches world's biggest background music catalog.

Global direct licensing deals reform background music market, guarantees fair pay for music makers, launches on both sides of the Atlantic.

Stockholm: April 16, 2018. Spotify-backed Soundtrack Your Brand has signed a flurry of licensing deals with hundreds of music labels, publishers, and collection societies and now offers 26 million songs, nearly twice the number of tracks made available by its closest competitor. The company's move goes beyond building the world's biggest background music catalog. For the first time, a background music service will license most of its music usage directly from labels and publishers, and the new deals include a pioneering per-stream-based compensation model that will make sure that all artists and composers get paid accurately.

"We are delighted to be licensing Soundtrack Your Brand's innovative service which brings background music into the streaming era, combining the benefits of a great user experience with accurate accounting to songwriters and artists. This marks Sony/ATV's first direct licensing arrangement with a background music service based in Europe. We see this as an interesting growth area with the potential to both deliver incremental income to our songwriters and enable businesses to benefit from the vast value of music," says Antony Bebawi, EVP Digital & Society Relations Europe at Sony/ATV Music Publishing.

"Soundtrack Your Brand is another great company that is demonstrating how technology can help bring the music industry into the digital age. By providing music streaming services to businesses, they are bringing transparency and fair trade to a part of the industry—that for many years—has been opaque for artists and composers to understand their compensation," says Willard Ahdritz, CEO & Founder at Kobalt Music Group.

Outdated technology has hampered the background music market for decades, making it impossible for providers to pay music makers accurately. "In the early days at Spotify, we worked around the mantra of "better than piracy". At Soundtrack we are facing a similar challenge, educating and inspiring business users to do the right thing, and to start using Soundtrack instead of B2C services or rogue B2B services," says Andreas Liffgarden, Chairman & Co-Founder, Soundtrack Your Brand.

To further help business owners play licensed music, Soundtrack Your Brand plans to offer the service on a tiered basis and introduces a range of new features, including the ability to drag-and-drop Spotify playlists straight into the music mix, unlocking them for legal use in a commercial setting.

"As the evolution of music streaming continues apace, we're very pleased to be working with Soundtrack Your Brand to help ensure businesses are accessing commercial streaming solutions that are built with businesses in mind. The multi-territorial scope and focus on the importance of data and transparency make Soundtrack Your Brand a natural partner for ICE, as it ensures its stakeholders benefit from the continued growth of streaming services," says Ben McEwen, Commercial Director at ICE.

When Soundtrack Your Brand launched in 2013, its founders were shocked at how far behind the background music space was from the consumer streaming space. "Since then we have worked day and night to bridge that gap, putting an end to analog music services, giving the power of music-streaming technology to brands, and working to assure that music creators get 100% correctly paid," says Ola Sars, CEO & Co-Founder, Soundtrack Your Brand.

NOTES TO EDITOR:

-Hundreds of direct deals with music labels, including Sony Music, Warner Music, Beggars Group, The Orchard, and Merlin, InGrooves, TuneCore, and Phonofile.

-Launched in 31 markets including UK, Germany, France, Spain, Italy, Canada and the US. Making the service available to new markets every month.

-Multi-territorial direct publishing arrangements as well as collection society deals with Sony/ATV Music Publishing, WarnerChappel, ICE (PRS/GEMA/STIM), KOBALT, ASCAP, SOCAN, SABAM, APRA and many more. Deals struck on both sides of the Atlantic.

-Adding around 25,000 tracks per day to catalog. Market-first seamless integration between other music services like Spotify and Soundtrack Your Brand's licensed platform for background music.

-A café or a shop pays about 35 dollars a month for Soundtrack Your Brand's music service, compared with about 10 dollars a month for a consumer service.

About Soundtrack Your Brand: Soundtrack Your Brand helps thousands of businesses strengthen relationships with customers through music. By combining expert curation and world-class tech, Soundtrack Your Brand provides a beautiful all-in-one solution for streaming music to stores, hotels, restaurants, and other commercial settings. Founded in 2013 by Ola Sars, Andreas Liffgarden, and Joel Broms Brosjö, Soundtrack Your Brand is the world's fastest growing B2B music streaming service, working with iconic brands such as McDonald's, Tag Heuer, Uniqlo, Joe & The Juice, Aesop, W Hotels and Moschino. More at www.soundtrackyourbrand.com. ###