



Music Gateway Launch Sync Pitching & Playlist Feature

Music Gateway have announced a brand new playlist feature to its existing marketplace members and Private Network clients which will act as a pitching & file delivery tool. Having a working relationship with the Guild of Music Supervisors has helped them develop the tool, changing the way Music Supervisors, Record Labels, Publishers and other creative professionals present and receive for sync, licensing and more.

The feature will allow professionals to create stand alone playlists and share them with clients and/or third party members via a private invitation or from their own email. It is designed in accordance with the newest metadata requirements, recently released by the Guild, as well as having the ability to be client branded and personalised. The feature makes it perfect for rights holders and music supervisors, whilst the ability to brand the playlist allows labels, publishers and management to represent their artists, bands and music in a more effective and professional way.

Jon Skinner, CEO/Founder of Music Gateway has this to say about the feature;

“Essentially for us, it all comes down to listening to our clients and turning their needs into a fully-functioning service. The feature perfectly complements our existing Private Network Solution which streamlines the creative process. Our members can now pitch their music directly from our platform, further enhancing our already streamed tools. We are constantly striving to innovate and this demonstrates how quickly we can deliver core cutting edge functionality, without additional cost to our clients.”

Playlists are now available as an inclusion service to Music Gateway's [Private Network](#) solution, and is one of many developments that have been released over the last couple of months showing the strength of the company and their ability to quickly develop features, in order to meet the needs of their clients. The Private Network is an all-in-one global solution for companies looking to manage their network, roster and sync briefs. The playlist feature is another benchmark helping establish the solution as a market leader.

Jon sums up by stating "We always wanted to be an end to end solution. To take the creative process, make everything streamlined and enable our clients to professionally present their music, with the end goal to increase licensing conversions and generate revenue."

For all press enquires please contact:

Jon Skinner - CEO /Founder: jon.skinner@musicgateway.net

Sophie Small - Marketing Manager: sophie.small@musicgateway.net

Tel: +44 203 143 3245 / www.musicgateway.net