

## MUSIC GATEWAY LAUNCHES SYNC PORTAL

SURREY, UK — While per license fees may have declined over the years, the need for quality music has increased because there is so much content being produced for different outlets. The reduction in fees has meant that supervisors and their clients are increasingly looking to the indie sector for cheaper solutions.

While the larger labels and publishers benefit from dedicated in-house sync managers, this tends to lean towards handling license requests and legal process rather than pitching and proactively servicing clients.

With this in mind, the folks at Music Gateway ([www.musicgateway.net](http://www.musicgateway.net)) feel there is a need for an efficient way for indies to receive professional representation, both for unsigned creators and the wealth of publishers and labels who want to exploit their masters.

Music Gateway has launched Sync Portal, which enables members to deliver masters and metadata through streamlined tools. It has also launched an exclusive indie channel to service over 300 global advertising agencies and personally service a network of over 700 music supervisors worldwide. Independent distributor and publishing administrator CD Baby is one of the first to jump on-board.

"As a company and on behalf of my team, we are extremely proud to be able to deliver this new sync portal service," adds Jon Skinner, Music Gateway's CEO/founder. "We listened to our members and the wider sync market demands, and it's paid off. This launch is the result of our dogged development and hard work during 2016. Our batteries are fully re-charged following the festive season and we are all fired up for a benchmark 2017."

"With two million pre-cleared CD Baby artists' songs opted in for sync licensing, we are always looking for avenues to get our client's music in front of music supervisors around the globe," says Jon Bahr, CD Baby's VP of music publishing and rights management. "We are thrilled to be a launch partner for Music Gateway's new Sync Portal, where we can showcase our top songs to the leading agencies and supervisors."

