

Publiseer introduces music licensing services on its platform

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Having recently crossed the 7,000-user mark, the digital media company has also launched its digital content distribution services to Francophone Africa, starting with creatives in Senegal, Ivory Coast, and Togo, with hopes to expand to more French-speaking nations in the nearest future.



"In the past, music licensing has never been easy for creatives, but things are fast-changing, and Publiseer is jumping on that fast-moving train as well. Our music licensing services will help creatives in Africa to connect with those who want to purchase their music," says Chidi Nwaogu, CEO at Publiseer. "These people include major brands, producers, television, film companies, video games, and much more." Both the buyers and the musicians mutually benefit from this service.

"The process is quite simple. Musicians upload their music on our platform and upon review and acceptance, we make it available for licensing. All current music that we distribute will be available for licensing as well," Nwaogu continued. "However, current musicians on our platform can choose to opt-out from our licensing programme within the next 30 days by simply stating this to us in writing. We don't charge our musicians for our licensing services, much in the same way, we don't charge them for our distribution services. We simply take 25% of whatever we make for them."

Publiseer is a digital platform that helps independent and underserved African writers, musicians, filmmakers and video game developers, typically those from low-income and disadvantaged communities, earn above the minimum wage and live above the poverty line from the sales of their creative works. Publiseer achieves this by helping them distribute, protect, promote and monetise their creative works worldwide at no charge, with just a single click. The digital platform shares in the revenue it generates for these creatives, which, in turn, goes back into helping more creatives in Africa.

When Publiseer accepts a creative on its platform, Publiseer fine-tunes their creative works to industry standard, so that the creative stands a chance to compete on a global scale. Publiseer then distributes it to its over 400 well-established partner stores so that the creative is easily discovered. Publiseer also protects this content from illegal distribution and intellectual property theft, so the creative truly owns the content.

The creatives can monitor their sales performance on Publiseer's centralised dashboard; they receive royalties via African-tailored payment methods, such as into a local bank account or through a mobile money wallet.

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