



Loudr: *music tech, mechanical licensing*

<http://loudr.rockpaperscissors.biz/>

Summary

Loudr creates products and services that help content creators, aggregators, and music services identify rights holders, secure mechanical licenses, and pay royalties to music publishers. Powered by technology that parses publishing metadata and matches sound recordings to compositions, Loudr makes it easy for builders and creators to secure music rights clearance and report royalties at scale. To date, the company has distributed over \$1 million in royalties to songwriters and music publishers.

PR Challenge

Loudr is a company that evolved from a record label for a capella groups. Initially, Loudr offered a service to help artists license cover songs more easily than traditional methods in the music industry. As they got deeper into offering the service, they built out technology to automate mechanical license administration. The company expanded beyond helping artists to also help digital music companies handle their end of licensing and payment. As a result, their business model was complex to explain, especially since their model continued to evolve as they progressed. There were also some challenges in how Loudr could apply enough pressure to demonstrate their value without burning bridges with the streaming providers and established licensing companies.

Our Approach

1. Bring attention to and raise visibility of a young, smart CEO.
2. Target press in artist-facing press to increase user base.
3. Demonstrate credibility by raising awareness of

www.rockpaperscissors.biz

CLIENT TESTIMONIAL

"I could not recommend RPS more highly. The elements that I enjoyed the most were the weekly reports with a list of all our prospective targets and the process made on each. They are proactive, organized and lovely to work with."

—Chris Crawford, CEO

partnerships with large industry players.

4. Position Loudr as solution for old school music industry problems in mechanical licensing and payment systems.

Results

Loudr was acquired by Spotify a few months after our PR campaign. While we accomplished all our goals, we realized the direction we pushed Loudr's CEO in [this piece](#) may have been the perfect set up for the acquisition. He was simultaneously tightening the screws on Spotify's problems and offering a solution. We believe that this very targeted PR effort made a huge difference for Loudr becoming adopted by a major player in the music industry.

Press Releases

You can read all of the press releases that we have written for Loudr on their [Online Press Kit](#). Here is a sampling of press releases we have written and pitched on their behalf.

[Perfect Match: Loudr Rolls out New API Version, Making It Even Easier to Manage Mechanical Licenses, Metadata, and Royalties in Real Time.](#)

[How Reissue Experts at Real Gone Music License Lost Gems Thanks to Loudr Popular Video Game Music Label and Publisher Materia Collective Taps Loudr to Meet its Licensing Needs.](#)

[Loudr Takes on French Music Service Company Recisio's Mechanical Licensing.](#)

Press Coverage

We landed 28 articles for Loudr. Here are just a few:

Music Ally [Loudr boss: Spotify songwriter settlement is just a 'speeding ticket'](#)

Hypebot- [Time is Running Out: 5 Music Businesses Tasks to Complete Before End of the Year](#)

Music Connection- [Covering Your Bases with Mechanical Licensing](#)

Performer Magazine- [How to Harness the Power of APIs for Your Band](#)

Billboard- [Loudr Launches New Service to Help Artists Monetize Cover Songs](#)

TechCrunch- [Inside Jobs: What Loudr's In-House Attorney Loves About Digging into Legal Docs](#)

DIY Musician- [CD Baby Now Offers Cover Song Licensing to its 350,000 Artists](#)

Music Connection- [Materia Collective and Music Rights Company Loudr Announce Partnership](#)

Hypebot- [Meta-Metadata- Turning Three Text Fields into Millions of Dollars](#)

See more in the Press section of their OPK here:

<http://loudr.rockpaperscissors.biz>