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## **Beatport and Sentic Launch Powerful New Solution to Transform Electronic Music Publishing**

**Unique direct licensing deal inked between Beatport and Sentic enables faster payments to labels, artists and producers**

**Berlin, DE - October 27, 2020 - Sentic Music Group and Beatport** announced today a deal that will see the independent publisher collect royalties directly from the world's leading electronic music download store, making payments faster and more accurate.

During this time of uncertainty, artists and producers need alternative and sustainable revenue streams to help offset the loss of live performance income. Thousands of electronic music producers, at all stages of their careers, have historically been missing out on vital publishing income from downloads, streams, broadcast and live plays because of the challenges inherent in registering copyrights. The partnership between Beatport and Sentic Electronic, Sentic's division dedicated to the electronic music genre, gives music creators the opportunity to participate in a simple, fair and flexible deal to return their publishing royalties faster than ever before. Artists and producers who have had their tracks streamed or downloaded on Beatport will be able to tap into vital income and have their publishing royalties paid directly thanks to an easy to operate online account.

Beginning immediately, Beatports' artist, producer and label partners will have access to Sentic's cutting edge rights management solutions and creative services, ensuring an important financial lifeline at a time when live revenues are on hold.

Artists and Labels already signed to the partnership include **Patrice Bäumel, Victor Ruiz, Metodi Hristov, Joyce Muniz, Sincopat, Urbana** and **Culprit**.

Sentic's dedicated sync and creative teams add critical new income opportunities to released and unreleased music, both through placement in TV, Film and Advertising and by sourcing world class toplines for every style of track.

In 2018, Sentic entered the electronic music space when it acquired a stake in respected, boutique electronic music publisher Black Rock. The company subsequently launched Sentic Electronic – a dedicated, online publishing service that puts electronic producers and songwriters in total control of their rights.

Sentic's **Mark Lawrence** said: "Our aim is to ensure every electronic music artist, producer and label has the opportunity to enter a publishing deal that's right for them and for those already published by us, to increase the speed and value of royalties paid.

"It's not acceptable for creators to wait two or three years to be paid. By partnering with Beatport and collecting from the store directly, we are able to invoice for and pay our clients

quarterly. Offering our service to every artist and label currently selling music on Beatport will close electronic music's publishing deficit and provide the solution that our community deserves."

"Sentric is one of the most forward thinking successful independent music publishers in the world," said **Susan Gloy-Kruse**, Director of Industry Relations for Beatport. "This deal empowers the community we work so closely with to more efficiently and effectively tap into an important revenue stream in a way that is seamlessly integrated into the Beatport ecosystem. We are thrilled to be able to offer this new service to our clients."

Berlin-based, DJ and producer, **Joyce Muniz** adds, "I've had a very close relationship with Beatport for many years now. I'm convinced that having access to a music publisher like Sentric within the Beatport universe is a gamechanger for me. I'm happy to be a part of it."

### **About Sentric**

Sentric Electronic is the dedicated electronic music division of independent publisher Sentric Music Group. Specifically designed for artists, DJs, producers and songwriters, Sentric Electronic has been built with an awareness of the complexities of the modern electronic music industry and is driven by a team of genre experts. Artists benefit from cutting-edge publishing administration; a highly successful sync department; and a creative team focused on inventive, individual career development.

Founded in 2006, Sentric Music Group is a global, award-winning independent publisher that boasts an international infrastructure including direct royalty collection in over 120 territories. Today, it represents more than 1.5m works and over 200,000 songwriters either directly or via industry partners, including music publishers, independent labels, management companies and distributors that benefit from Sentric's publishing administration, co-publishing and creative services. More information here: [sentricelectronic.com](http://sentricelectronic.com) / [sentricmusicgroup.com](http://sentricmusicgroup.com)

### **About Beatport:**

Founded in 2004 as the principal source of music for DJs, Beatport is today the worldwide home of electronic music for DJs, producers, and their fans. The Beatport Store offers music in premium digital formats and provides unique music discovery tools created for and by DJs. Beatport LINK allows any DJ to access the Store catalog directly from their favorite performance hardware and software as well as access without an internet connection in their patented Offline Locker. Each week, Beatport's music collection is refreshed with hundreds of exclusive tracks by the world's top electronic music artists. Beatport has offices in Los Angeles, Denver and Berlin. Follow us on [Twitch](#), [YouTube](#), [Instagram](#), and [Facebook](#).

To get more information, please email [publishing@beatport.com](mailto:publishing@beatport.com)

For press inquiries, please contact:

Farah Syed / Beatport  
[press@beatport.com](mailto:press@beatport.com)