SphereTrax

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Phone :   +44 7762 632029

E-mail: info@spheretrax.com

Website: www.SphereTrax.com

Contact Us

Executive Summary

SphereTrax is a cutting-edge music discovery and licensing platform designed to revolutionize the way music is sourced and utilized in creative projects. Our platform combines advanced AI-driven search capabilities with an extensive library of high-quality tracks, providing seamless licensing solutions for various industries, including cinema, TV, advertising, games, and more. SphereTrax empowers both music buyers and composers by simplifying the licensing process and ensuring fair revenue distribution.
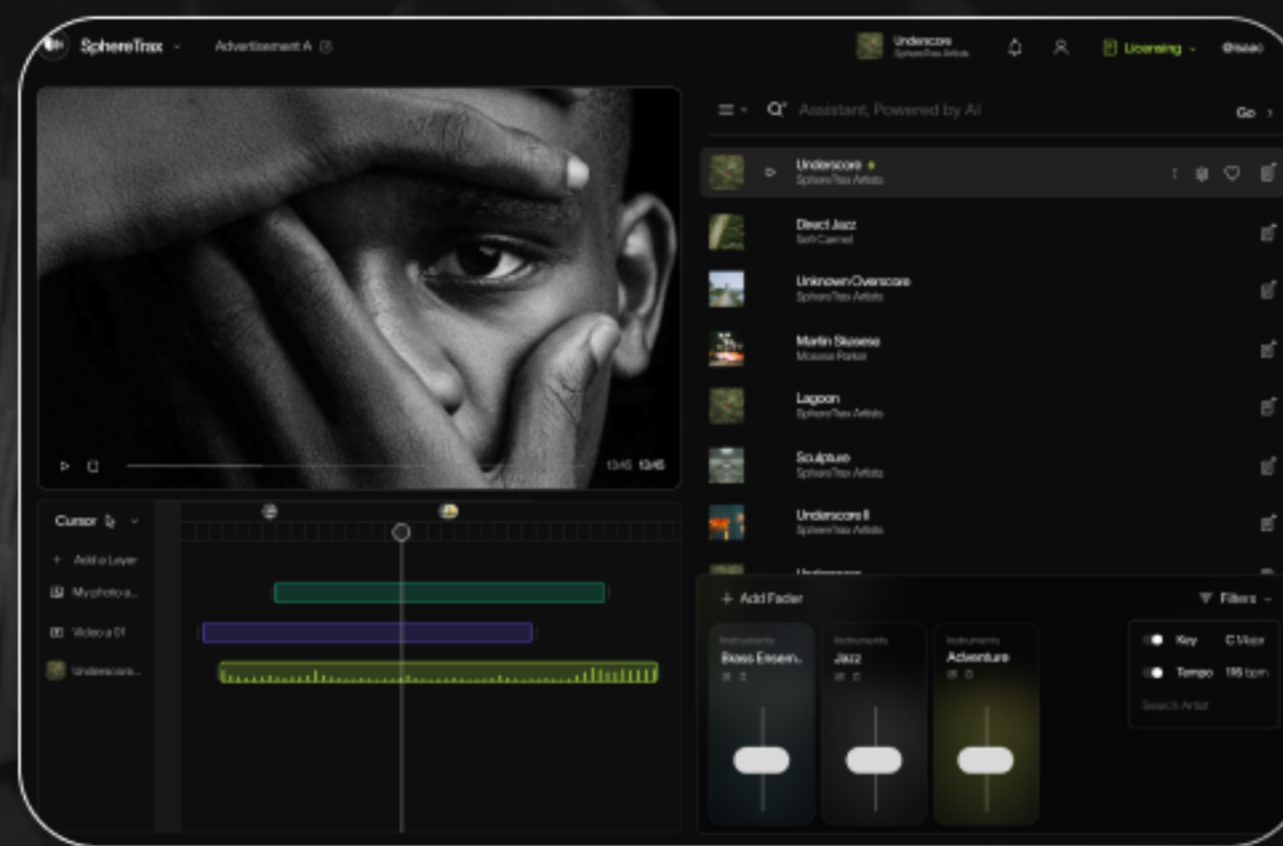

Introduction

The demand for high-quality, easily licensable music has never been greater. Creative industries require efficient and reliable solutions to find the perfect soundtrack for their projects. SphereTrax addresses this need by offering a robust platform that streamlines music discovery, curation, and licensing, while supporting composers with fair revenue models and additional services.
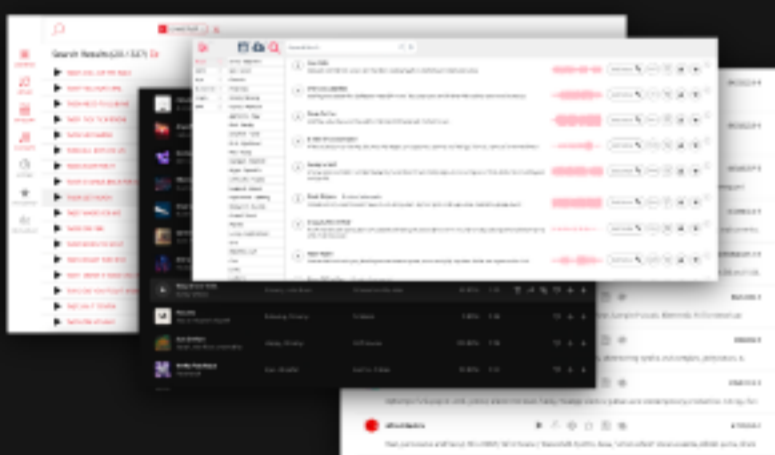
1.1 Poor Search Experience

1.2 Complex Licensing
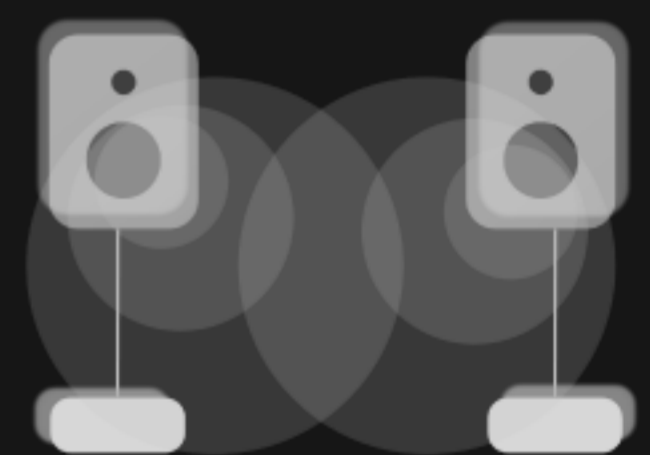
1.3 Delivery Formats

Problem Statement

Traditional music licensing processes are often cumbersome, time-consuming, and expensive. Music buyers struggle with unintuitive search tools, complex licensing agreements, and delayed payments to artists. Composers face challenges in gaining exposure and receiving fair compensation for their work. SphereTrax aims to solve these issues by providing an innovative, user-friendly platform that benefits both parties.
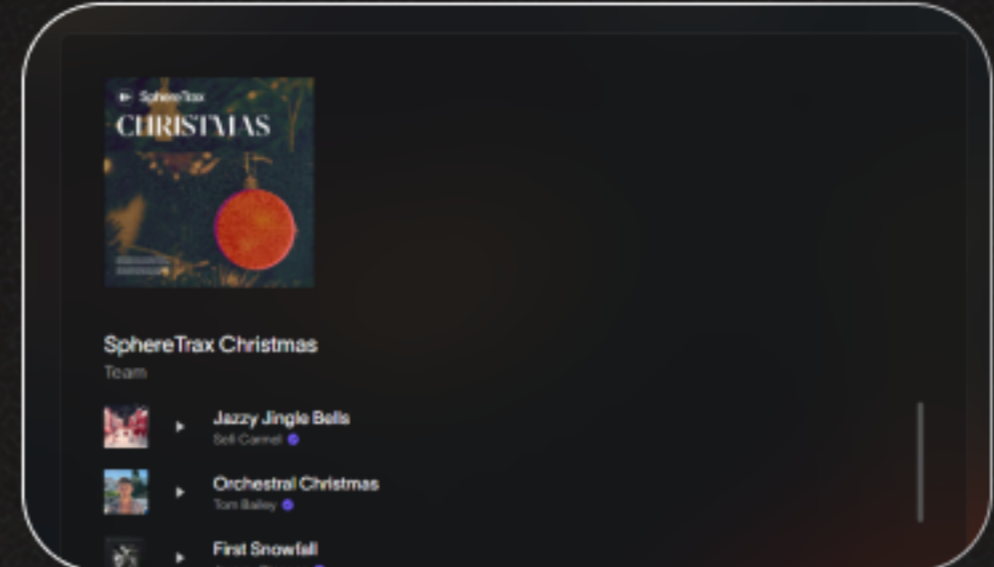
Solutions

Discovery

SphereTrax offers an AI-powered search experience with over 150 faders, allowing users to filter music by genres, moods, instruments, and more. This advanced discovery tool ensures that music buyers can quickly and easily find the perfect track for their projects.

Curation

For those who need tailored recommendations, SphereTrax provides a curation service. Our team of experts can find the ideal track for your project within 24 hours, leveraging our extensive library and industry knowledge.

High-Quality Audio

Dolby ATMOS

SphereTrax s the only licensing platform supporting Dolby Atmos, providing immersive audio experiences ideal for high-end production projects. This feature sets SphereTrax apart as a leader in music licensing platforms.

Composition
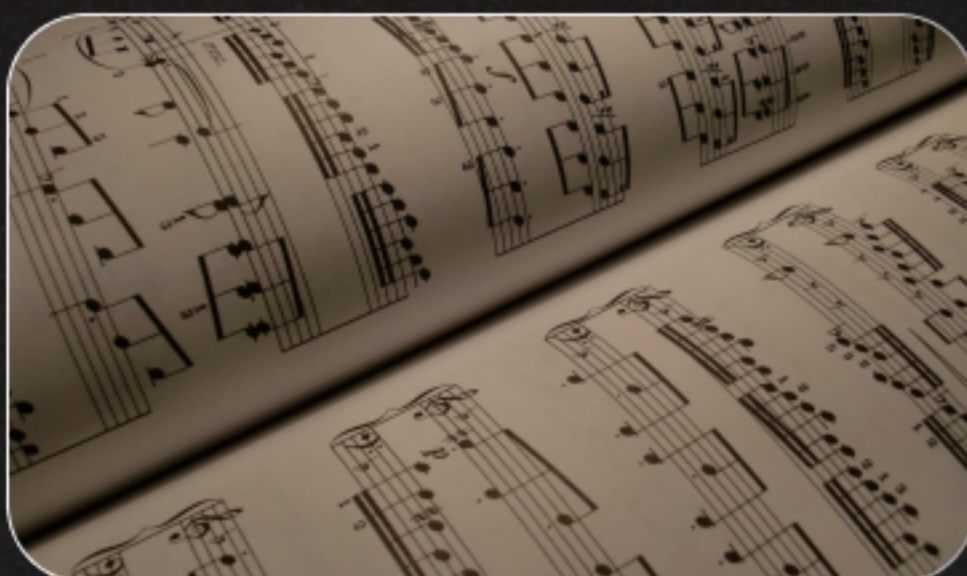
With access to over 240 world-class composers, SphereTrax allows users to commission custom music compositions. This service is perfect for projects requiring unique, high-quality soundtracks tailored to specific needs.

Simplified Licensing
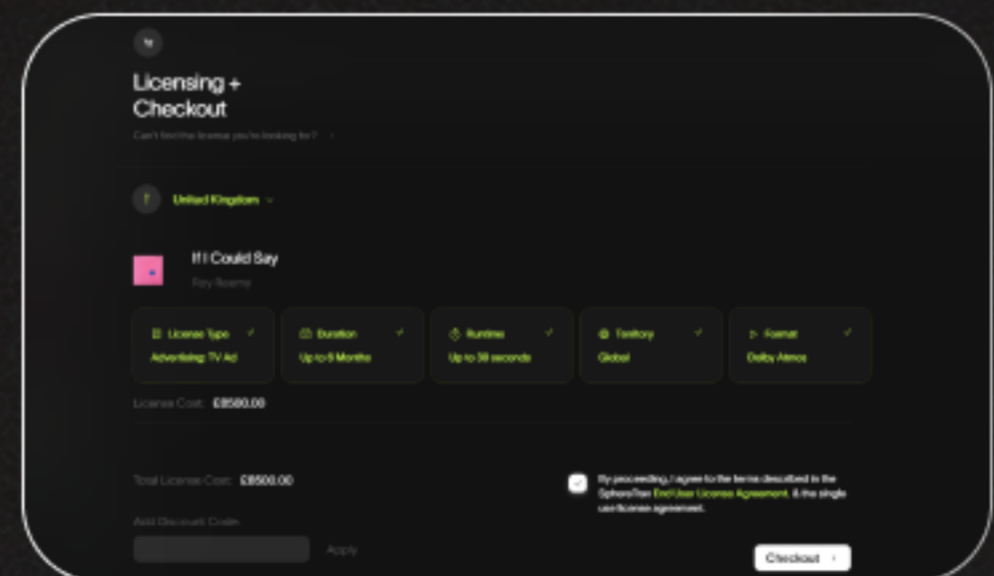
SphereTrax offers a streamlined licensing process, enabling users to secure music licenses in just five clicks. This efficiency not only saves time but also ensures that artists are paid instantly upon purchase.

Benefits For Music Buyers

Efficiency
Quickly find and license the perfect track with advanced AI-powered search tools and a simplified licensing process.
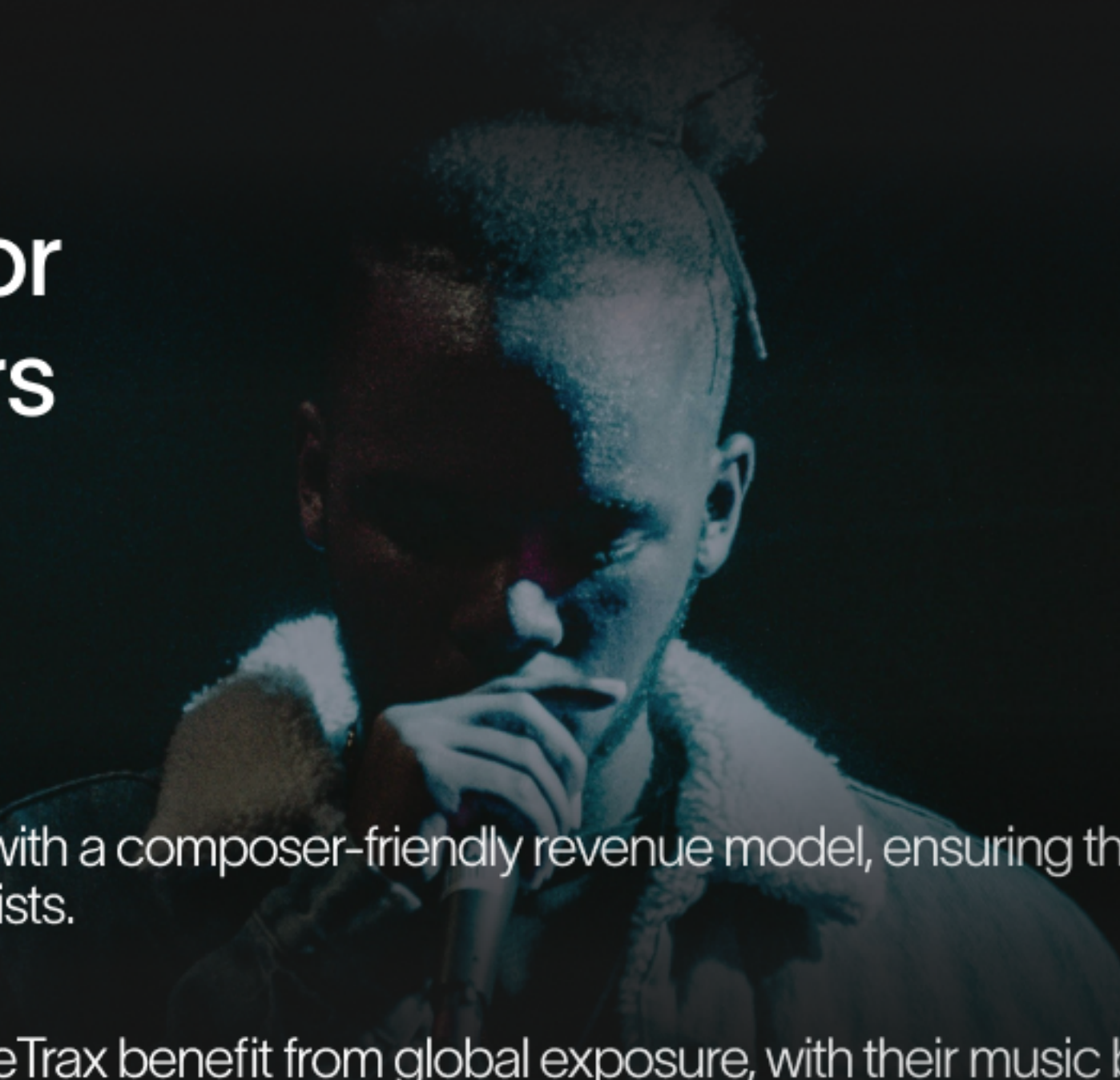
Quality
Access a library of high-quality tracks and support for Dolby Atmos, ensuring the best audio experience for your projects.

Reliability
Trusted by top brands such as Google, Netflix, BBC, Apple, Disney, and more, SphereTrax is a proven platform for high-profile clients.

Benefits For Composers

Fair Revenue Split
SphereTrax operates with a composer-friendly revenue model, ensuring that the majority of revenue goes directly to the artists.

Global Exposure
Composers on SphereTrax benefit from global exposure, with their music being accessible to high-profile clients and projects across various media industries.

Additional Services
SphereTrax provides additional services such as mixing and mastering, helping composers enhance the quality of their tracks and meet industry standards.

Use Cases

Animation Studio

This animation studio needed a specific track for a new series. Using SphereTrax's AI-powered search, they found the perfect piece in minutes. The streamlined licensing process allowed them to secure the track quickly, and the high-quality audio enhanced the overall production value.
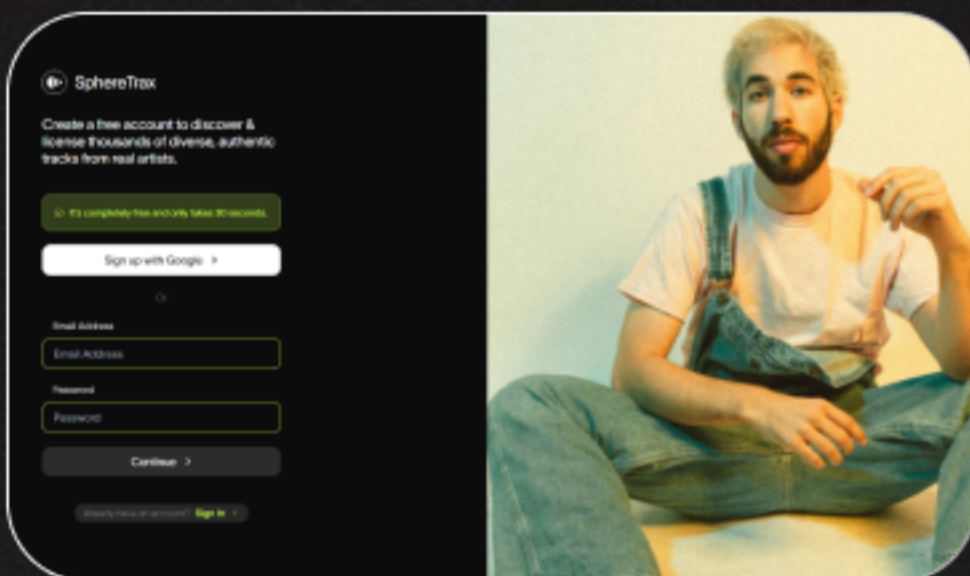
Independent Composer

An independent composer joined SphereTrax and uploaded their tracks. Within a month, their music was licensed by a major brand for a global advertising campaign. The composer received instant payment and significant exposure, leading to more opportunities.
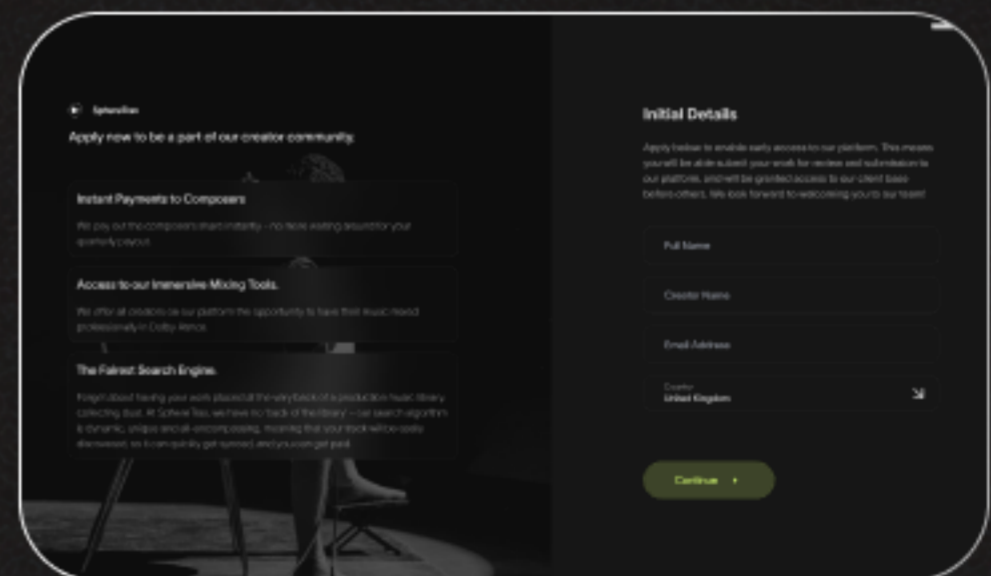
Implementation

Onboarding Music Buyers

Music buyers can easily sign up and start using SphereTrax with our user-friendly interface. Tutorials and support are available to help them navigate the platform and utilize all its features effectively.

Onboarding Composers

Composers can join SphereTrax by completing a simple registration process. They can then upload their tracks, access additional services, and manage their music through their personalized dashboard.

Support & Community

Composer Community

SphereTrax fosters a vibrant community of composers, offering forums and events for networking, collaboration, and professional growth.

2.1 Meeting The Community at Dolby HQ, Feb 2024

2.2 Educational Webinar For SphereTrax Artists Hosted In Collaboration With Dolby

Comprehensive Support

Both music buyers and composers have access to extensive support resources, including a help centre, FAQs, and direct contact options for personalized assistance.

Conclusion

SphereTrax stands out as a cutting-edge platform that simplifies the music licensing process while supporting and promoting the work of composers. By offering advanced discovery tools, personalized curation, and high-quality composition services, SphereTrax is the go-to solution for creatives seeking exceptional music for their projects.

For more information, visit SphereTrax.