

## A BRIEF INTRODUCTION TO RED BULL MEDIA HOUSE AND ITS MUSIC PORTFOLIO



Red Bull Media House is an award-winning, globally distributed multi-platform media company on a mission to inspire with 'beyond the ordinary' stories – both direct-to-consumer and through partnerships.

With a focus on sports, culture and lifestyle content, Red Bull Media House offers a wide range of premium media products across TV, mobile, digital, audio, and print.

Red Bull Media House produces and licenses a broad selection of global live broadcast events, compelling and inspirational local storytelling with original short and long-form programming as well as feature films from around the world.

For more information please see [www.redbullmediahouse.com](http://www.redbullmediahouse.com)



The Music Portfolio offers expert music services, a catalog of high-end music and innovative technology solutions to elevate content and create business opportunities for the Red Bull Media Network.

The service area covers music supervision, music licensing, commissioned productions of scores and any kind of music that gets used for audio-visual content. The catalog SOUNDS OF RED BULL is a carefully curated collection of production music heard throughout every Red Bull Media House production.

The department steers the brand's strategy for playlists (e.g. on Spotify) and podcasts, and has the means to release music products, both digitally and physically.

The technology area develops and maintains tools for the Red Bull Media House as well as customer facing products:

- The Red Bull Audio Library is hub of 1 million tracks used by thousands of video producers working for RBMH. It offers various search functionalities and an automated music cue sheet tool.
- The Red Bull Global Music Reporting is a data processing system that allows a globally operating media company to report music usages to licensors.
- Red Bull Sound Supply is an end-consumer facing micro-licensing tool that enables users to legally use music in videos living on their social channels.
- The music licensing section of Red Bull Content Pool is a B2B shop window, showing Red Bull Media House's licensable music for professional use.

For more information please see

[www.redbullsoundsupply.com](http://www.redbullsoundsupply.com)

[music.redbullcontentpool.com](http://music.redbullcontentpool.com)

[Sounds of Red Bull on Youtube](#)

[Red Bull on Spotify](#)

[Red Bull Music on Spotify](#)