

# TRIBE OF NOISE



Tribe of Noise is a for-profit online music platform serving the film, TV, video, gaming, and in-store-media industries. Founded in 2008 in the Netherlands.

**www.tribeofnoise.com**

**Revenue model:** charging a transaction fee

**Interview date:** January 26, 2016

**Interviewee:** Hessel van Oorschot, cofounder

*Profile written by Paul Stacey*

In the early 2000s, Hessel van Oorschot was an entrepreneur running a business where he coached other midsize entrepreneurs how to create an online business. He also coauthored a number of workbooks for small- to medium-size enterprises to use to optimize their business for the Web. Through this early work, Hessel became familiar with the principles of open licensing, including the use of open-source software and Creative Commons.

In 2005, Hessel and Sandra Brandenburg launched a niche video-production initiative. Almost immediately, they ran into issues around finding and licensing music tracks. All they could find was standard, cold stock-music. They thought of looking up websites where you could license music directly from the mu-

sician without going through record labels or agents. But in 2005, the ability to directly license music from a rights holder was not readily available.

They hired two lawyers to investigate further, and while they uncovered five or six examples, Hessel found the business models lacking. The lawyers expressed interest in being their legal team should they decide to pursue this as an entrepreneurial opportunity. Hessel says, "When lawyers are interested in a venture like this, you might have something special." So after some more research, in early 2008, Hessel and Sandra decided to build a platform.