

Special responsibilities of team members

While working on projects is part of every member of the music team, most of them also have a special topic to cover which are described below.

Music Administration and coordination

The purpose of this field is to keep our repertoire neat and clean.

It contains:

- assigning tracks to the correct owner (usually from TBC music to the respective label/publisher)
- add metadata to tracks
- merge duplicate tracks
- general user support requests (To see the typical user questions and how to answer them, please [go here.](#))
- simple clearances ("TBC")

This role helps everyone else in the team, as you can find out more quickly if a track may be available for a budget, you have a faster search and playlisting and a faster platform in general.

Rights Holder Liaison

- user reactivation, retention
- scouting of new labels and publishers (repertoire of >30 songs) to submit music to T&F requests
- keep featured tracks and JASRAC free lists up to date (status check, add/remove, update)
- check for blind spots we have in the repertoire, and do directed scouting of labels/publishers to fill

This role helps to improve the submission quality in general and in particular for standard projects (with lower payouts and little creative leeway). By doing so, every team member has more time to concentrate on challenging projects.

For JASRAC free searches, up to date playlists helps our Japanese team members to find songs quicker.

We get additional projects coming in from clients searching through featured tracks themselves.

New Releases and Promo

- check once a week for new releases, get them into the system on dedicated playlists
- scan promo for songs suitable for synch projects, get them into the system on dedicated playlists

This role is important, as it is essential for us as a company to stay on top of music trends. New releases are also a source for scouting new labels and publishers, and also for one2one to scout independent artists.

Tik Tok

Tik Tok here stands as a placeholder also for other new business areas we are striving to tackle.

Tik Tok is a fairly new medium for the synch business and works differently than "traditional" social media in a sense that content made e.g. for Instagram can not be reused on Tik Tok. As Tik Tok approached us to help them out, the responsibility of

that role is to figure out a way to give clients on Tik Tok the option to choose from an (ideally trending) list of tracks for their content and knowing what the use will cost.