

# No more author societies for the music of OnClassical



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Starts today the music licensing program of the audiophile record label OnClassical: the classical music may be sold with no more royalties (from traditional author societies / RIAA) and DRM (digital rights managements).



The Italian record company, OnClassical, has started his program of music licensing, where featured artists earn well 50%!

## **Purposes may be for music from:**

- \* Video/Film/Documentaries/Serial Sinc.
- \* Radio/TV advertising/broadcasting
- \* Promotional clips
- \* Samples/Remix/Compilations
- \* YouTube, Power Point, ecc.
- \* Background music for public
- \* Videogames, computer programs
- \* Music on hold

OnClassical is an independent corner for classical music of self-produced recordings. At the Italian label's website it is possible to listen to, download or share the entire catalogue in full-length files

(MP3), buy perfect original masters in WAV / CD files (DRM-free) or, since now, license music royalty free.

"Our beginning with our new licensing program has been so very successful: we are already receiving the many requests for music on DVDs and micro-film promotions", says Alessandro Simonetto, founder of the internet label.

Very recently OnClassical licensed music for important film productions such as for the Canadian film "Turbid" by George Fok, recently selected for the Festival du Nouveau Cinéma in Montreal.

Simonetto continues: "The producers seem to understand the benefits of this new type of licensing: no longer royalties and dispersing practices, only one organization to contact [OnClassical] and a price which is pre-cleared, all completed to the finish for you."

Licensing price is competitive and flexible: a good 20% less than rates on the e-market, a good 30% less with respect to the authors' societies controlled market.

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