# Welcome to the new Songtradr

We've rebranded, and invite you to explore our new world.

From the recording studio to the big screen, gobsmacking experiential activations to adventures in the metaverse, we are powering the world with music. As one of the globe's most trusted B2B music companies delivering the only full stack solutions for businesses big and small, our vision is firmly focused on innovation and progress. We offer dynamic and tech-driven products—and the time has come to modernize the Songtradr brand to reflect these values in a new way.

Our new identity is simultaneously classic and bold, underpinned by the propelling theme "Where music meets data." This concept embraces our identity as a music and technology company that started small and went global, providing data-driven music solutions for all businesses. We balance creativity and real-time intelligence to hit the right note on all our music products.

Introducing our new identity

Play now
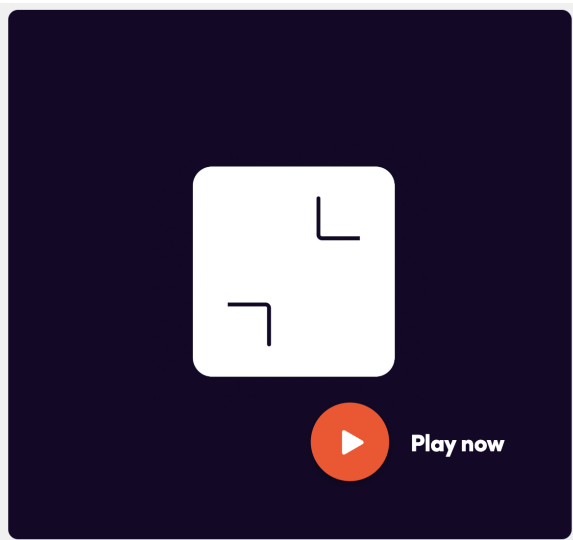
Our sonic logo

Music is at Songtradr's core. Our catalog ranges from Hip Hop to Roots Rock with everything in between—and key to our rebrand is representing this flexibility in sound. Our new sonic logo does just that, telling the Songtradr story of innovative solutions that are simultaneously in tune with brands and rights holders. Paired with vivid animation and a strong color palette, it represents Songtradr's creative spirit and breadth of capability.

"Songtradr's sonic logo is a musical illustration of versatility, expansion as well as contraction, showing the flexibility and musicality we stand for as a company with a creator culture"

describes Shai Hirschson, Creative Managing Director from MassiveMusic (part of the Songtradr family). "Our goal is to make the listener tap into their emotion and experience something they've either never heard before or something that rivets their spirit to evoke a sense of wonder. We want to leave you with the feeling that anything is possible with the right musical ingredients."


Our logo

Our new logo is bold and adventurous. The "S" monogram replaces our classic record emblem, showcasing two arrows within the "S" to visualize where music and data meet. It also amplifies our growing catalog and inclusive nature: whether working with enterprise brand clients, small businesses, advertising agencies, influencers, artists, songwriters, labels, or publishers, our comprehensive set of products and services connects the world's music users and creators.
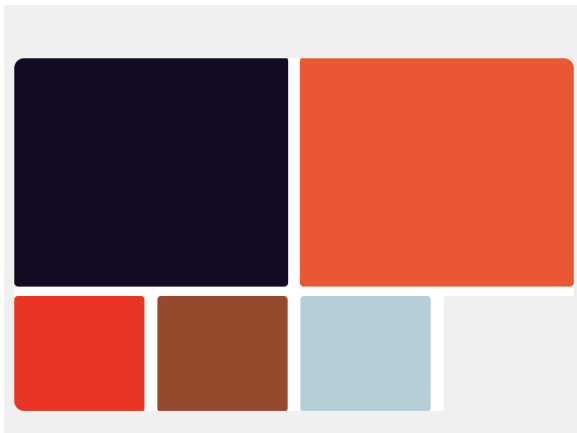
Our color family

We updated our color family to better represent the diversity of our talent—a stellar crew of musicians, composers, marketers, and programmers for which no musical task is too large. We lean on gender-neutral and digital-first tones, with brilliant blue and bright orange paired with supporting neutrals to synthesize the desires of the next generation.
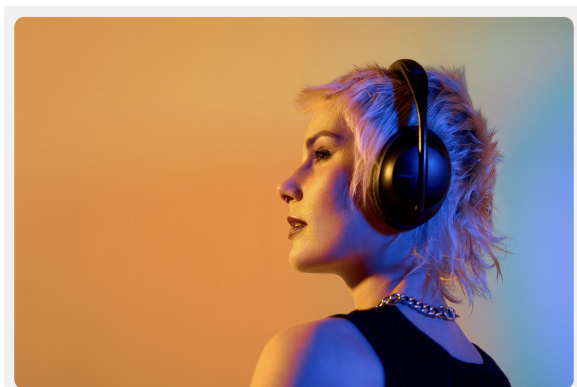
Our photography

Our modernized photography features people making, or simply enjoying, music across our spectrum of services. With each shot we embrace musical and cultural diversity, and celebrate all aspects of the creative process.

With our new identity, we're also turning up the volume on our unmatched suite of products and services.

Consider our products as your new sonic partner. There's no hassle, fuss, or muss - just damn good music.

Enterprise Solutions

Enterprise Solutions is an all-in-one music licensing and management platform. Serving as both a comprehensive project management tool and a diverse, independent music catalog, our enterprise solutions simplify the search, licensing, validation, and management of all your brand's music.

Business Solutions

Business Solutions is a personalized music licensing experience tailored for small and medium-sized businesses. Covering all digital advertising needs, this product delivers a diverse, independent music catalog curated specifically for brands to reflect global audience tastes.

Songtradr Global Search

Songtradr Global Search gives clients the ability to search any music in the world, initiate a licensing transaction directly on the site, and review insights on a specific artist or track.

Content Creator Solutions

Content Creator Solutions are brought to us by Pretzel. Offering 400,000+ Twitch and YouTube-safe tracks from hundreds of labels and artists around the world, Pretzel is an anchor in the streaming community, delivering top-quality music to makers of all backgrounds.

Artist Solutions

Artist Solutions seamlessly connect musicians and rights holders with the brands, agencies, and businesses who buy their music. Designed as an all-in-one platform to license, distribute, and monetize music, our artist solutions serve thousands of musicians from nearly every country on earth.

Expanding our global footprint

When we say Songtradr has gone global, we mean it. From LATAM to South East Asia, we have joined forces with top music specialists to deliver world-class music products to our clients. We are marketeers, musicians, and entrepreneurs—skills that allow us to dive deep with our clients through a shared understanding of business challenges and goals.

MassiveMusic
by Songtradr
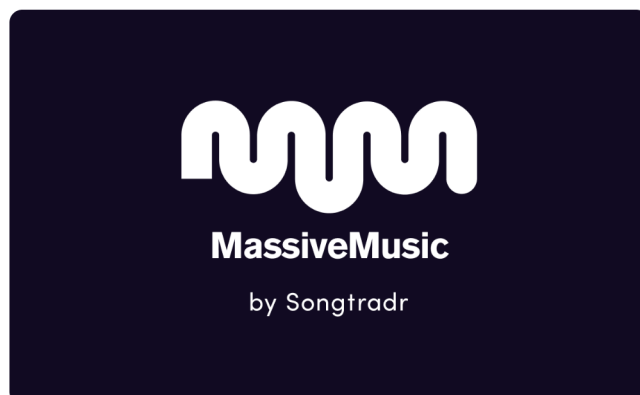
Meet our music partners:

MassiveMusic specializes in sonic branding, music licensing, and custom composition. With music professionals in almost every major international city, MassiveMusic's client roster includes some

of the world's most iconic brands, partnerships that are fueled by impactful strategies, sonic brand identities, and best-in-class compositions.

Big Sync Music is a global, full-service music licensing and strategic partner for brands and agencies. They combine music, craft, data, and vision into ideas that transform content into something that's not only experienced – but enjoyed.

Beyond the rebrand

"Where music meets data" is more than a rebrand for us. It's an identity and a purpose; it's pairing music with brands, influencers, science, smiles, and more to surpass our clients' expectations. And it's a chance to welcome music creators and music users from all over the globe into a community that increases the value of music for all. A new chapter for Songradr has begun, and we invite you along as we compose our story.