



BLUE PIE RECORDS LICENSING NEWSLETTER
ISSUE #2 | OCTOBER 2022

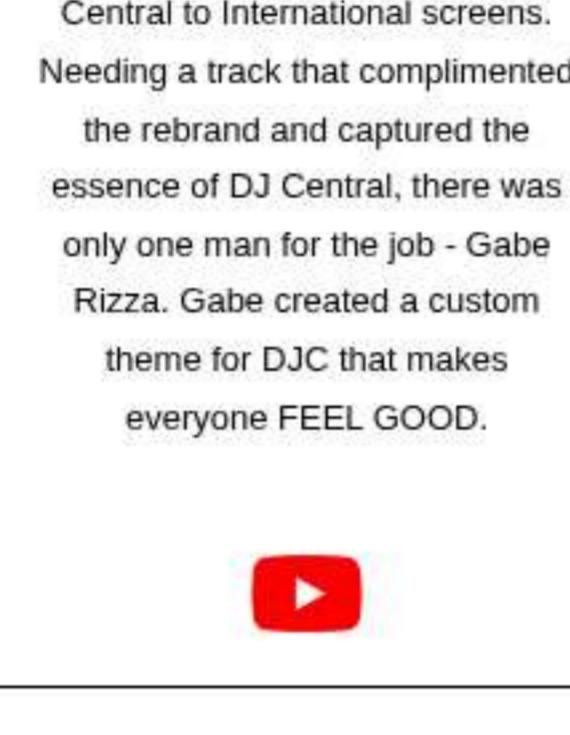
MUSIC REMAINS THE CORNERSTONE OF OUR CULTURAL FABRIC

IN 2021, THE US AD INDUSTRY SAW A 25% GROWTH TO GENERATE \$300 BILLION. MORE THAN 600 TV SHOWS PREMIERED & VIDEO GAMES HIT \$180 BILLION.
MUSIC MATTERS.

-2022 GLOBAL SYNC LICENSING TREND REPORT

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RECENT PLACEMENTS



I FEEL GOOD
Gabe Rizza

August 2022 saw the return of DJ Central to International screens. Needing a track that complimented the rebrand and captured the essence of DJ Central, there was only one man for the job - Gabe Rizza. Gabe created a custom theme for DJC that makes everyone FEEL GOOD.



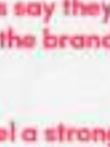
"Snr"

Recently announced by Netflix, "Snr", a documentary about Robert Downey Sr, is an intimate portrait of art, fatherhood and healing generational trauma.

This Blue Pie track is the perfect placement!

BESAME MUCHO

Artie Shaw & his Gramercy Five



If a brand features a song they like in their videos...

68% of TikTokers say they remember the brand better

58% say they feel a stronger connection to the brand

58% say they're more likely to talk about the brand or share the ad

62% say they're more curious to learn about that brand

Source: <https://newsroom.tiktok.com/en-us/new-studies-quantify-tiktoks-growing-impact-on-culture-and-music>

MUSIC ESSENTIAL TO COMPANY BRAND RETENTION

The connection between music and brands, and the growing impact of culture and music is highlighted in this multifaceted study commissioned by TikTok. Now more than ever, listeners are motivated to interact with the music they see & hear, strengthening their connection to brand.



BOOGIE OOGIE OOGIE
Key Loch ft Sahra & Gabe Rizza

A new bombshell enters the villa... The latest track from Key Loch merges the old with the new to create a 2022 disco sound sure to get you up 'TIL YOU JUST CAN'T BOOGIE NO MORE!

LICENSE



PLAY BALL

Aesop's Fables

TAKE ME OUT TO THE BALL GAME!

Now this is something special we've been cooking up. We're really proud of these and hope you will enjoy them as much as we do! It's new to anyone who hasn't heard it, so unlock the potential to a new generation.

LICENSE

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