

Sony Music to vastly integrate Songpier in online marketing

Munich, 31st January 2014 – As a part of the new and encompassing partnership Sony Music is the first major label to integrate multi-screen artist service Songpier. Songpier will be tightly integrated into the promotional strategies of all artists represented by the major. Coinciding with Midem conference, Sony Music and pierlane will publicly launch their joint project.

Songpier launched in 2011 and continuously extended its catalogue of features. Independent artists are controlling their internationally wide spread social media profiles and online sites with Songpier. Labels are utilizing the multi screen service to efficiently coordinate global marketing strategies.

With Songpier, you stay in control of news and your entire set of profile data all the time. Artists as well as managers get access to a wide range of tools matching individual strategy approaches. Reach out to your fan everywhere with all screens: at home, in the tube, or right at a live concert. Streamline your social media channels or target your audience with individual posts. Across all screens, one consistent image is displayed – in content and graphics.

Sony Music, one of the world's leading labels will increase its impact by the flexibility and efficiency of Songpier.

As a part of the cooperation between Sony Music Entertainment GmbH and pierlane an encompassing range of marketing actions are planned to promote Songpier. A further extension of the cooperation is in the works.

Matthias Glatschke, founder and CEO of pierlane: "Every single Songpier user will benefit from this cooperation with Sony Music. We are incredibly pleased to enjoy a fruitful cooperation that has proven to be fantastic already during the preparation."

If you would like to gain a detailed insight into the tight integration of the Songpier artist service with the promotional services at Sony Music yourself, you may arrange for a meeting with Matthias Glatschke at Midem.

About pierlane GmbH:

A steadily growing number of fans are making use of online devices – often simultaneously. Increasing fragmentation of devices (multi-screen, multi-device) and the number of social media channels lead to new challenges in communication and promotion of digital content. pierlane helps artists, management and labels alike to successfully face the increasing fragmentation of user devices. Pierlane provides its customers with the right tools to cope with and to benefit from altered user behaviour. The Songpier cross-screen service by pierlane shows how to get back in control of the screens.

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