

# ClicknClear's Music Licensing Platform Approved by International Cheer Union

*Key step towards licensing enforcement in cheerleading as company aims to connect music rights holders with an additional \$1Bn performance sports revenue stream*

LONDON, UNITED KINGDOM, January 15, 2019 /EINPresswire.com/ -- [ClicknClear](#), the provider of fully licensed music industry tracks for performance sports like cheerleading, figure skating, dance, gymnastics and more, today announced an important step towards enforcement for its rights holders, becoming the first ever Approved Music Vendor of the [International Cheer Union](#) ("ICU"), the sport's governing body.

ClicknClear is the only company offering the specific rights needed (including adaptation and choreography), from both master and publishing sides, to commercially released tracks for performance sports mixes. It already works with around 100 music rights holders including BMG, Universal Music Publishing and Warner Music, with more in the pipeline, allowing access to a previously untapped \$1Bn worldwide market for music.



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ClicknClear looks to provide a value-added, specifically-targeted channel for artists and publishers to reach the new revenue stream opportunity presented by performance sports”

*Laura Willoughby, Creative Sync Manager, Warner Music*

Chantal Epp, ClicknClear CEO said:

“Gaining official recognition from the ICU is an important milestone in our first target sport, and will greatly help our discussions around enforcement for our music industry rights holders with cheerleading's national governing bodies worldwide, and other strategic partners. We're also actively looking to sign even more rights holders so we can continue expanding our catalogue to provide the best possible selection of artists for our sports in 2019.”

*Laura Willoughby, Creative Sync Manager, Warner Music said:*

“ClicknClear looks to provide a value-added, specifically-targeted channel for artists and publishers to reach the new revenue stream opportunity presented by performance sports.”

Cheerleading is the company's 'beta' market, with ClicknClear launches in other sports planned for 2019.

Notes To Editors

#### ABOUT CLICKNCLEAR

Clicknclear is the only company to address the previously untapped \$1Bn per year market for music licensing from performance sports worldwide. The company sells pre-cleared, sports-tailored licenses to commercially released music via its easy-to-use licensing platform. It adds unique value by engaging with key elements of the ecosystem of each sport to deliver expert curation, education and enforcement - enabling record labels and music publishers to access this new revenue stream with zero overhead.

#### ABOUT THE INTERNATIONAL CHEER UNION

The International Cheer Union (ICU) is the recognized world governing body for cheerleading, encompassing 116 member National Federations on all continents. It is a member of SportAccord, a provisional Recognised Federation of the International Olympic Committee and continues to grow as a unified voice for all those who are dedicated to the positive advancement of cheerleading throughout the world.

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