

OpenPlay Adds Video to Direct Delivery Feature

LOS ANGELES, CA, UNITED STATES, May 10, 2023 /EINPresswire.com/ --

[OpenPlay Inc.](#), provider of the music industry's leading platform for asset and catalog management, announced today the rollout of their new Video Delivery feature. Designed as an extension of their Direct Delivery product, the new feature lets OpenPlay

users who have secured their own licensing deals with DSPs, either directly or through a third party such as Merlin, to quickly and seamlessly deliver their video assets and corresponding metadata to all major music services (DSPs) with the push of a button



OpenPlay Logo

“

Launching Direct Delivery and now Video Delivery cements our efforts to help the indie label community break away from the legacy model for digital distribution.”

*Edward Ginis, Co-Founder
and Chief Client Officer at
OpenPlay*

After launching Direct Delivery for the independent label community to help them seamlessly deliver music to DSPs without friction or proprietary data barriers, OpenPlay has now launched the capability to deliver video assets. As with Direct Delivery, users are responsible for managing their royalties based on their existing direct or third-party licensing deals with each DSP, as well as handling their own marketing and promotional efforts.

Video Delivery enables fully validated deliveries from within the OpenPlay platform, where users' assets and data are already stored. One click seamlessly packages all of a release's metadata and assets into the DDEX ERN

format and delivers it to any number of major DSPs around the world for public viewing, all included in the same flat fee for Direct Delivery.

“Launching Direct Delivery and now Video Delivery cements our efforts to help the indie label community break away from the legacy model for digital distribution,” said Edward Ginis, Co-Founder and Chief Client Officer. “Last-mile delivery is not and should not be a competitive advantage, and we’re happy to be leading the charge to allow labels to handle their assets, data, and now video delivery on their own terms, all in one place.”

The new Video Delivery feature is available to all OpenPlay users along with other powerful tools, including OpenPlay's release management platform for distributors and major label groups. .

To learn more about OpenPlay Direct Delivery and the company's suite of music industry solutions, visit <http://openplaydirect.com>.

About OpenPlay

OpenPlay is the music industry's leading asset management platform, trusted by major labels and independents alike to manage their catalogs — it bridges the gap between content creation, metadata management, assets, and delivery. Designed and built from the ground up by music industry experts, OpenPlay services customers that manage the largest libraries of valuable media assets in the world. OpenPlay's coupling of an intuitive interface with an extremely powerful enterprise toolset places it in a class above its competitors. With offerings for multiple different industry verticals, their entire suite of applications has solutions for every company no matter their size. Learn more about OpenPlay at <http://openplaydirect.com>.

Laurie Jakobsen
Jaybird Communications
+1 917-697-2274
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/632908609>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.