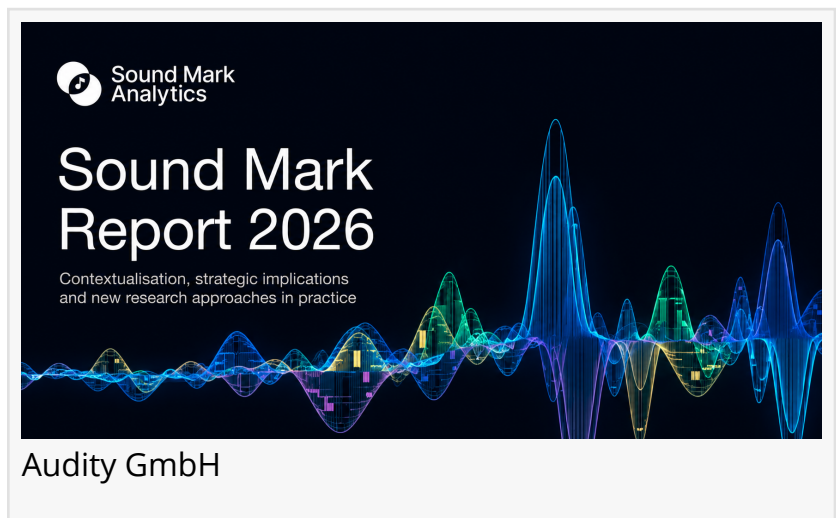


# Setting New Benchmark for Sonic Branding: German-Based Audity GmbH Establishes Global Data Standard for Sound Marks

*Audity GmbH's Sound Mark Report 2026 establishes the new global data standard for sonic identity protection.*

KONSTANZ, BADEN-WÜRTTEMBERG, GERMANY, May 18, 2026

/EINPresswire.com/ -- In an increasingly digital and screenless world, sound has become a critical pillar of brand identity. Yet, while visual logos have long been protected and systematically analyzed using advanced databases, the world of acoustic trademarks has remained a subjective "black box." Audity GmbH is breaking this information monopoly with the release of the [Sound Mark Report 2026](#), introducing a groundbreaking technological solution to one of the greatest challenges in modern intellectual property (IP) law.



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In a digital brand landscape, great sound design isn't enough. We combine creative excellence with data-driven security to protect our clients' audible brand IP and minimize global legal risks.”

*Janine Trappe*

Behind the report lies a five-year pioneering data-crunching effort: the development of Sound Mark Analytics. The team at Audity GmbH has collected, digitized, and analyzed every single registered sound mark on the planet. The resulting database comprises over 7,400 sound logos—including all ~2,100 officially registered acoustic trademarks as well as unregistered but actively used sonic identities. Updated continuously, Audity GmbH is currently the only provider worldwide capable of converting audio assets into measurable data parameters to enable objective, systematic comparison across all industries and global regions.

"For decades, brand managers and IP attorneys relied on gut feeling or manual keyword searches to evaluate sound marks," says Janine Trappe, Head of Sound Mark Analytics. "With

Sound Mark Analytics, we have built the world's first and only tool that strips away subjectivity. We break sound down into data points, allowing companies to detect infringement risks early and strategically claim unoccupied acoustic spaces before they even enter the recording studio."

Key Global Insights from the Sound Mark Report 2026:

- Regional Leaders: Europe is the global powerhouse for acoustic branding with 631 active registered sound marks, leading ahead of East Asia (522) and Latin America (433).
- The Finance Boom: While Media (18%) and Food (13%) remain the traditional heavyweights, the Finance sector has emerged as the most dynamic newcomer, accounting for 10% of all new sound mark registrations over the last three years. Transport (4%) and Energy (4%) are also rapidly accelerating their acoustic presence.
- Cultural Sound Identity / DNA: Melodic sequences heavily dominate the global market at 68%. However, regional preferences vary significantly: while Europe favors pure melodies, the human voice is a major growth factor in North America and East Asia, appearing in over 20% of their respective sound marks.

The report highlights a steady commercial momentum, with companies registering between 150 to 180 new sound marks annually since 2020. Audity's proprietary analysis platform turns this growing market into a transparent, searchable landscape, offering corporate legal teams and creative agencies an empirical foundation for brand protection.

About Sound Mark Analytics & Audity GmbH: Audity GmbH (Konstanz, Germany) is a leading audio branding agency with over 20 years of experience crafting acoustic identities for international brands. Recognizing the systemic lack of searchability in trademark law, Audity GmbH launched the Sound Mark Analytics initiative. By blending creative brand strategy with big-data architecture, Audity GmbH has become the world's premier authority on data-driven [sonic branding](#) IP management and legal risk assessment in the acoustic space.

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