

TuneCutter



**100% Free
Royalty Free
Music Platform**

Media Kit 2024

A person is shown from the chest up, holding a large, glowing red heart. The heart is outlined in white and has a small black tag attached to it. The person's hands are visible, and they are wearing a dark jacket. The background is dark, and the overall lighting is dim, with the red glow of the heart being the primary light source.

The Mission

Our aim is to cultivate the ultimate and easiest to use online environment for people who embrace artistic expression, enabling musical creators to share their talent with content makers from all around the world.

Introducing TuneCutter

TuneCutter is the newest venture from Voice Express. A company known for its long and established collaborations with iTunes, Deezer, Spotify, and QQ Music. Our sister brand, Legis Music, is also a well-established Royalty Free Music platform aimed at the Latin market.

As the latest division, TuneCutter provides **ALL** content creators, from solo videographers to large production teams, with **exclusive high-quality** royalty-free music—completely **FREE**.

We believe creativity shouldn't come with a price tag, offering a simple solution for premium, copyright-approved music.



Spotify®

DEEZER

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The Opportunity

The **rapid growth** of content creation, driven by platforms like TikTok, YouTube, and Instagram, has created an increasing demand for high-quality royalty-free music.

At TuneCutter, we **meet this demand** by offering creators music that is copyright safe, easy to license, and of the highest quality, making it the perfect solution for content creators everywhere.



The background of the slide features a blue gradient. On the left side, there are dark silhouettes of a man and a woman. The man is in the foreground, and the woman is slightly behind him. To their right, a piece of audio equipment, likely a mixing console, is visible with a small screen and various knobs and buttons. The overall scene suggests a music production or recording studio environment.

Our USPs

- **100%** Free
- All Music **EXCLUSIVE** to TuneCutter
- Stems for **EVERY** track
- **AUTOMATED** Copyright Clearance
- License lasts **FOREVER**

Culture & Geography

With the rise of culturally specific music trends, such as Peso Pluma's influence on Mexican music and ByteDance's introduction of new music creation tools, the need for **locally relevant and culturally diverse** content is more important than ever.

TuneCutter's extensive range of studios, musicians, and a global audience ensures that we provide a **truly diverse** selection of music styles, catering to creators from every corner of the world.

Our platform offers the **perfect solution** for those seeking culturally tailored, high-quality tracks that resonate with audiences across all regions.

The Platform

At TuneCutter, our goal is to deliver an optimized user experience that makes it effortless for any content creator to find the perfect track.

The platform is designed with **simplicity** in mind, allowing users to easily browse a wide range of high-quality royalty-free music.

With advanced search features and intuitive design, creators can quickly filter through genres, moods, and tags, ensuring they always have the right soundtrack - **completely free of charge.**



The Market

>200M

People worldwide identifying as Content Creators

\$21.1B

Spend on Influencer marketing and content creators by Advertisers

4.9B

Social Media users worldwide

>82%

Global internet traffic coming from video consumption

504M

Listeners of Podcasts

78%

Content Creators identify as Freelance or self-employed.

\$78.5B

Ad spend on digital video in the US alone in 2023

30%

SMBs are now leveraging Video Content for their marketing strategies

\$40B

Global annual Spend on corporate video production

500 Hours

Video uploaded to YouTube every minute!

2B

Logged in YouTube users monthly

TuneCutter Network

Monthly across all our platforms

Global Monthly Views

73M

Global Email Database

5.1M

Global Monthly Engagement

3.6M

Global Total Followers

6.3M



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Global Reach

Monthly across all our platforms



Demographic Data

 **62%**

 **38%**

13 - 17
14.5%

18 - 24
50.3%

25 - 34
19.6%

35+
15.6%

Creator
35%

Freelancer
27%

YouTuber
23%

Filmmaker
11%

Advertising

The 'Music' Package

On tunecutter.com

1 Banner Ad on the Music Search page
(The Main Traffic Page)

1 Tower Ad on the Music Search page
(The Main Traffic Page)

3-4 Banner Ads on all the Music Track Pages
(>2000 Pages)

Ad Placement on all Email Marketing

The screenshot shows the TuneCutter website interface. At the top, there is a search bar with the placeholder text "Search song, artist, mood..." and a "Log in" button. Below the search bar is a banner ad for "Try some Kind Cup coffee today" with a "LEARN MORE" button. The main content area displays "Found 1635 Results" and a list of tracks. The tracks are filtered by various criteria: Genre, Mood, Video Theme, BPM, Duration, Vocals, Instrument, Key, and Energy level. The tracks listed include "Arcade" by Annes Wolff, "Dystopian Anthem" by Tundo Salaberry, "Kizuna Encounter" by Harries De Los Angeles, "Mountain Falls" by Danny Azhar, "Crafting Beer" by Gabe Agustin, "Sunny Daydreams" by Christian De Raco, "Late Nights" by Harries De Los Angeles, "Calm Serenades" by Nathan Byrne, "Savage Fury" by Tundo Salaberry, and "Midnight Stop" by Stephen Moore. Each track entry includes a duration, BPM, mood, and icons for heart, share, and download.

\$20,000 pcm

Approx 8,000 Web Ad placements

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Advertising

The 'Core' Package

On tunecutter.com

3-4 Banner Ads on the following pages:

- Home Page
- All Blog content (>100 pages)
- All Policy pages
- All Help pages
- All License & Term pages

Footer Advertising on all Email Marketing

On legismusic.com

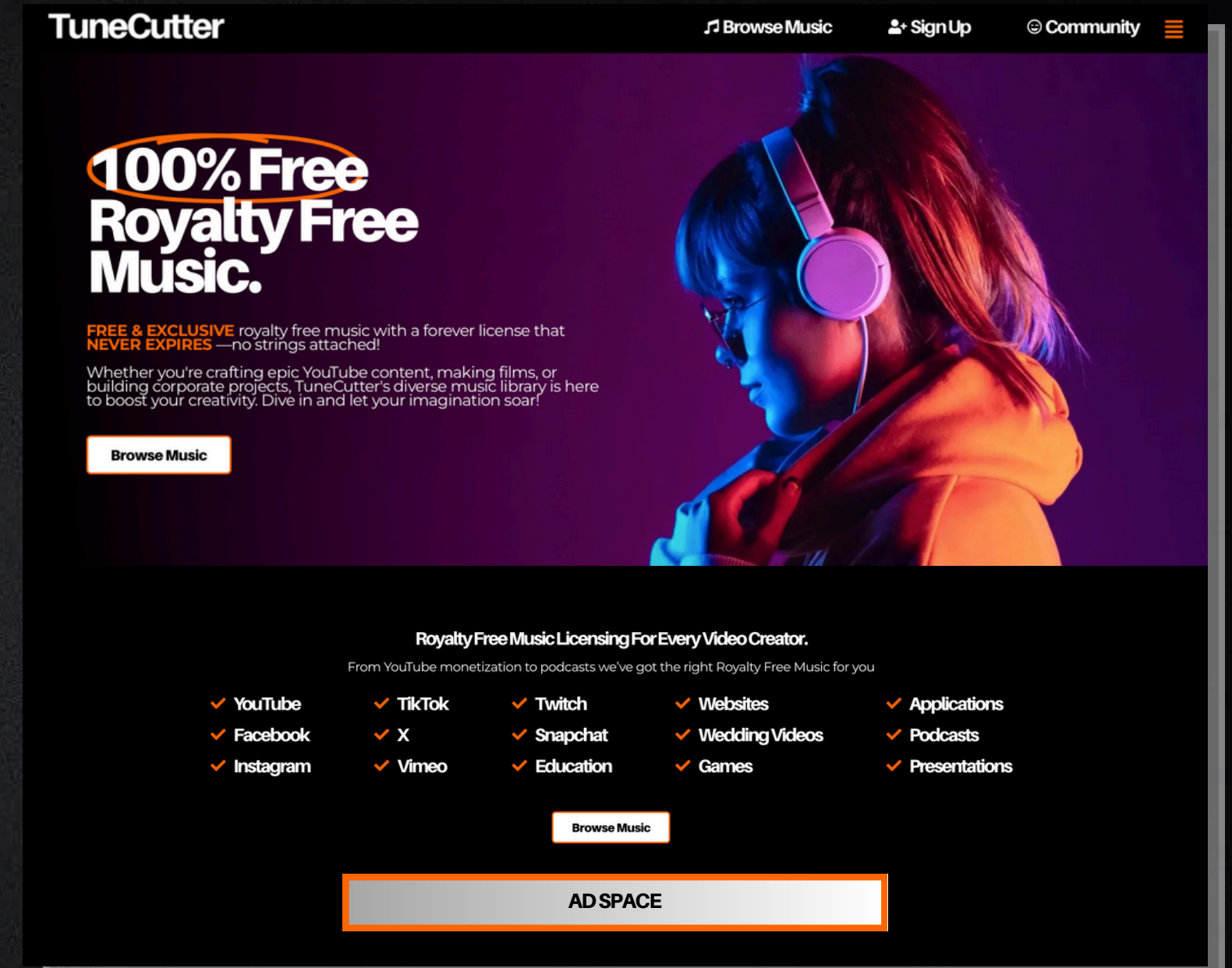
3-4 Banner Ads on the following pages:

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- All Learn pages
- All Help pages
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\$10,000 pcm

Approx 800 Web Ad placements

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The screenshot shows the TuneCutter website interface. At the top, there's a navigation bar with 'TuneCutter' on the left, and 'Browse Music', 'Sign Up', and 'Community' on the right. The main banner features a woman wearing headphones against a purple and blue background. The text on the banner reads '100% Free Royalty Free Music.' with '100%' circled in orange. Below this, it says 'FREE & EXCLUSIVE royalty free music with a forever license that NEVER EXPIRES —no strings attached!' and 'Whether you're crafting epic YouTube content, making films, or building corporate projects, TuneCutter's diverse music library is here to boost your creativity. Dive in and let your imagination soar!'. A 'Browse Music' button is visible. Below the banner, there's a section titled 'Royalty Free Music Licensing For Every Video Creator.' with a sub-headline 'From YouTube monetization to podcasts we've got the right Royalty Free Music for you'. A grid of platforms is listed with checkmarks: YouTube, TikTok, Twitch, Websites, Applications, Facebook, X, Snapchat, Wedding Videos, Podcasts, Instagram, Vimeo, Education, Games, and Presentations. Another 'Browse Music' button is present. At the bottom, there's a large orange-bordered box labeled 'AD SPACE'.

Advertising

The 'Full' Package

On tunecutter.com

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(The Main Traffic Page)

1 Tower Ad on the Music Search page
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(>2000 Pages)

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- Home Page
- All Blog content (>100 pages)
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- All Help pages
- All License & Term pages

Footer Advertising and Content Ad Placement on all Email Marketing

On legismusic.com

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\$27,500 pcm

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Footer Advertising and Content Ad Placement on all Email Marketing

On legismusic.com

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\$27,500 pcm

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Advertising

Bespokes Packages

With our network of content creators we can offer bespoke Advertising opportunities to reach our global audience

- Videography
- Sponsored Blog Posts
- Webinars
- Event Promotion
- Newsletters Promotion

and much much more.....

\$ - Contact us to discuss

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