



CORD Pave Way for Advertising Agencies to Streamline Music Supervision



Cord Worldwide (Cord) are a leading Global supervision company who service media & consumer brands and film producers. They have recently made bold changes towards modernising their workflow by using Music Gateway's Private Network Solution, a tool designed to help with business growth and streamlining music supervision.

Cord connect clients to their audiences through the power of music and have reputable success with clients that include ITV, Nescafe, Shell & HSBC. The acquisition of the Private Network allows the supervision company to spend less time on the problematic licensing process and other time consuming tasks, allowing them to redirect this time to further servicing their existing and new clients.

Cord was founded as part of Cutting Edge Group in 2010 by Daniel Jackson, who recently joined Music Gateway's Advisory Board.

"I have seen every innovation in the supervision business over the last 10 years and Music Gateway is the standout. No other platform offers the range and depth of function. No other tech has the same potential to change how our business works; by making things easier, removing frictions and increasing connections between creators, owners and users of music." Daniel Jackson, Cord Worldwide CEO

On top of joining the Advisory Board, Dan has recently invested in Music Gateway.

"It's very gratifying when you're presenting our solution to a potential new client and within 5 minutes the conversation turns to investment. It was a bit of a Remington Razor moment for those of you who recall the classic 80's advert "I liked it so much I bought the company!"

Jon Skinner, Music Gateway CEO / Founder

Music Gateway plans to work with Cord to further develop the [Private Network Solution](#) for the Advertising and Music Supervision sector.

If you would like to learn more about Music Gateway's Private Network Solution, you can request a demo from: Laurence Malpass laurence.malpass@musicgateway.net or call +44 (0) 203 143 3245.

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