

Beat Viral's GMLP- A Grand Disruption in Music Licensing

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BEAT
VIRAL

Sydney, New South Wales May 24, 2022 ([Issuewire.com](https://www.issuewire.com)) - Every now and then an entity arrives that disrupts existing systems—Beat Viral's GMLP is one such force. Beat Viral has explored the frontiers of music entrepreneurship and technology and developed an entirely new vision for how music is utilized and capitalized through cutting-edge developments, in turn developing what undoubtedly will be one of the most significant disruptions to the music marketplace in some years.

This comes in the form of the music streaming platform GMLP (**Great Music Licensing Platform**), whose access to thousands of songs across many genres enables brand-focused curated playlists. This allows unlimited content use, which inverts the standard payment structure.

Let's zoom in on just what GMLP means and how it works. GMLP looks into a brand's positioning and pinpoints areas of its brick-and-mortar store where different playlists can be played. One example might be a hotel chain, for which a specially curated playlist is created for all areas, including the gym and pool, lobby, reception, grounds, cafe, and car parks. The creative team will then curate playlists (otherwise called instances) on streaming platforms with the brand on the cover art, immediately establishing a brand presence in the world of music streaming. When the playlists are utilized, revenue is generated. This revenue is then shared between the platform and the client, establishing an ongoing, limitless, supplementary revenue flowing from the bricks-and-mortar store. This removes the need for the establishment to pay a license fee to use music—a fee which is often an unverifiable and very costly expense—therefore reversing the current paradigm: with GMLP, the client gets paid for harnessing the music.

There is even a level specifically catered to general users. Once again, these users will get rewarded for playing the GMLP playlists in their homes and offices. And signing up is free via the GMLP website. The user simply selects a playlist of their choice, embedded with a unique code specific to that user for tracking plays. At the end of the month, based on the usage, the user will receive a payment from GMLP.

GMLP is more than just a game-changer; it is a fundamentally new kind of music streaming outlet—in fact, it is an entirely new game altogether.

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