PIONEERING CHANGE IN THE MUSIC INDUSTRY WITH NINJA TUNE
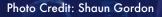
K Korrect | NINJA TUNE

A 20-year partnership of explosive growth with independent record label Ninja Tune in developing an evolving and cost-effective music royalty solution.

Looking back on 20 years of delivering our music royalty software and services in partnership with one of the world's most progressive independent record labels.

> " Our partnership with Korrect is built on a long-standing relationship of trust and open communication, leading to measurable results. I'm excited to be working with Korrect on innovative development projects which will continue to provide Ninja Tune with flexible and creative solutions to the challenges facing music industry data and royalty management. "
>
> *Dawn Dobson, Chief Financial Officer*

Photo Credit: Shaun Gordon

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UK Independent Music Pioneers

Korrect has been providing the back office systems for award-winning UK based independent record label Ninja Tune for more than 20 years with an off the shelf but tailored music royalty solution as they have spearheaded demand for technological innovation in the ever-evolving music industry.

Ninja Tune, formed in 1990 by Matt Black & Jon More (Coldcut), has established itself as one of the world's leading independent record labels. Now a bonafide global music institution, synonymous with diverse, uncompromising releases and equally visionary artists.

In the 30-plus years since its formation, Ninja Tune has become a home for forward-thinking artists who are at the forefront of their fields, from breaking-through to GRAMMY-winning, internationally acclaimed acts committed to pushing the boundaries of music.

Growing from the brainchild of a two-person team to an organisation boasting 80+ employees based across the world including a North American satellite office in LA, Ninja Tune continues to champion new technologies and innovative ways to develop each artist's vision.

> " Having personally worked with Simon, Mirza and both of the Korrect teams in the UK and Mauritius for over 15 years, I have found them immensely helpful and invaluable with dealing with the massively changing demands of recording royalties in that time. Be it producing systems to deal with the large volume of streaming data required each period or creating more robust contract systems to deal with the more complex royalty deals that are becoming increasingly common place, Korrect have either had answers to these issues or have been very open to listening and then working with us in developing solutions that fit our specific needs. "
>
> *Darryll Defoe, Recording Royalties Manager*

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Handling explosive growth in music streaming demands

One of the biggest challenges facing the music and entertainment industry today is the explosive growth of streaming services leading to unprecedented volumes of data being generated.

From creator to consumer, the hundreds of millions of worldwide users of music represent an exponential growth in data complexity, variety, and volume, further underpinning the need for efficient music royalty management.

As Ninja Tune has grown into a heavyweight in the independent music sphere, its data demands have increased in tandem, rising by 64 per cent in the past two years alone.

Some digital service providers are experiencing up to a 500 per cent increase in data sizes, accelerating from 2 million to 10 million data lines, monthly in some instances for a single DSP account.

> " Working with Korrect has helped simplify and automate processes, specifically in the digital realm. The team has been a pleasure to work with and has helped bridge the gap between the technical and non technical aspect of data ingestion. "
>
> *Kyra Santiago, Royalties and Accounts Operations*

Streamlining music royalty services with proprietary digital solutions

To this end, Korrect has provided cost-effective solutions for Ninja Tune and other entertainment industry giants by innovating technological advances in tracking and managing the royalty data for all creative work.

The music royalty solutions we have developed with Ninja Tune allow other clients to thrive in the digital age, giving them tools to maintain profitable relationships with artists and writers worldwide. Through simplifying data handling, we ensure the true transparency that ethically minded businesses want to provide, allowing them to sort, parse, validate and model millions of data lines in a matter of minutes.

Our latest collaboration with Ninja Tune is a 2-year development cycle aiming to hit specific milestones on every royalty run within that period, while ensuring deadlines are easily met.

We've also been working on operating the various feeds needed for two-way integration with Ninja's cloud Enterprise Resource Planning (ERP) system - NetSuite.

> " We are proud to have partnered with Ninja Tune in more than two decades of innovative growth as a change agent in the music industry and we can't wait to see what new developments they will pioneer in the coming years. "
>
> *Simon Peters, Managing Director – Korrect*

FUTURE

Here at Korrect, we are gearing up for more growth and aim to remain at the forefront of technological advancements in royalty solutions as the world adopts the new wave of Web3 blockchain technology.

Interested in partnering with Korrect?

FIND OUT MORE

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