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## Leap Music sets up new division

Source: [mad.co.uk](#) | Author: [Branwell Johnson](#) | Published: 13 February 2007 12:00

Leap Music, the music publisher that works with advertising agencies, has set up a branded content consultancy service.

Leap Music, a joint venture between Bartle Bogle Hegarty and founder Richard Kirstein, has developed the new division to help brands negotiate music rights for fast burgeoning branded content channels, such as podcasts and mobile gaming.

The consultancy will also help brands generate incremental revenue from new media platforms by negotiating the acquisition of intellectual property rights for original music scores and unsigned music tracks on the client's behalf.

Kirstein said that the negotiations surrounding music were changing to reflect the shift from the traditional 30 second television spot "and its associated high-cost, front-loaded synch licensing agreements."

He said: "Branded content has become so much more than just advertiser funded programming. Clients need strategic guidance across multi-platform activations, especially where music plays a central part."

Leap Music was set up in 2003 and its clients include Vodafone Global, KFC and Baileys.

