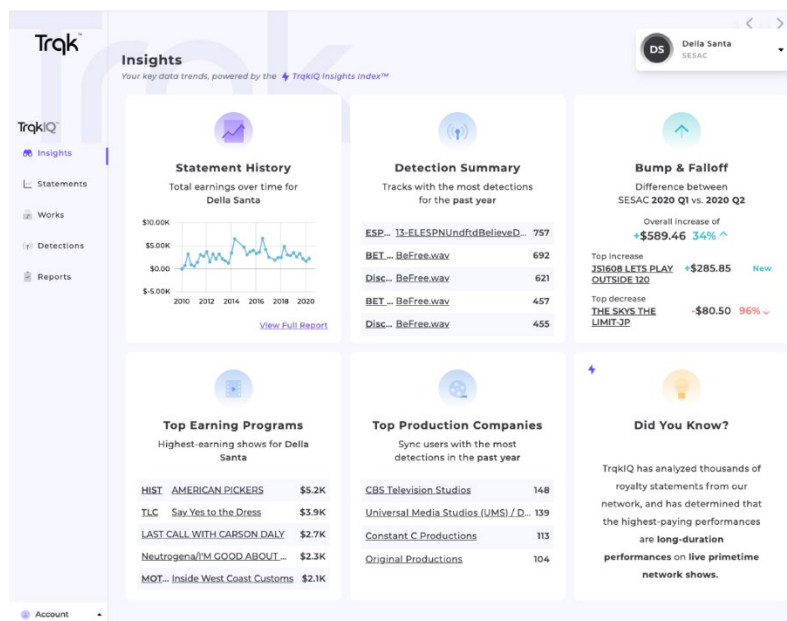


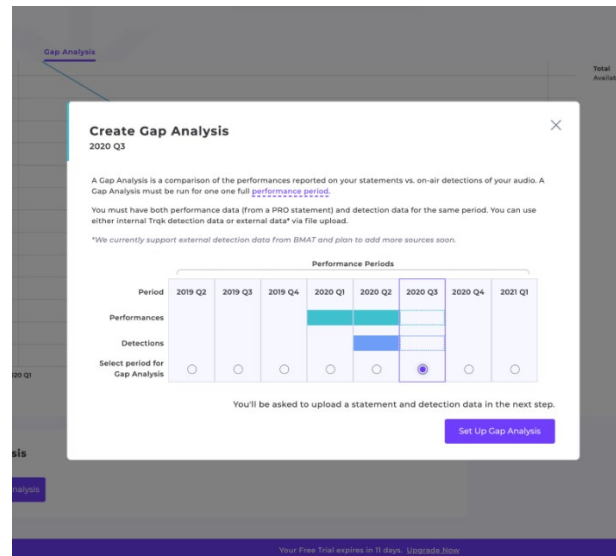
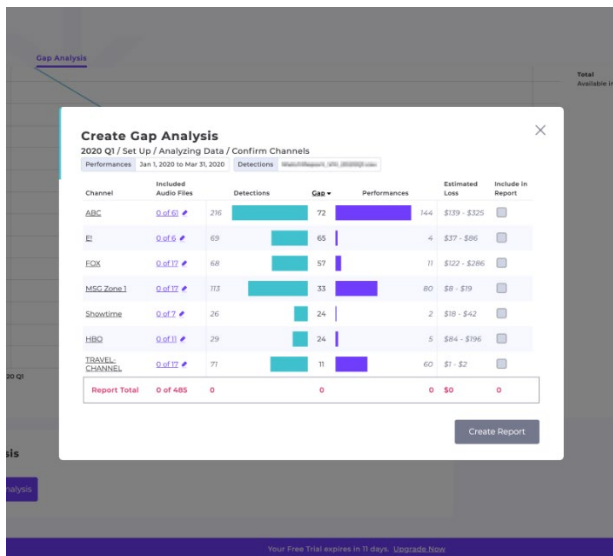


## Trqk™ debuts new TrqkIQ Publisher Edition™ for music publishers and production music libraries featuring groundbreaking Gap-Analysis analytics tools and support for larger PRO statements

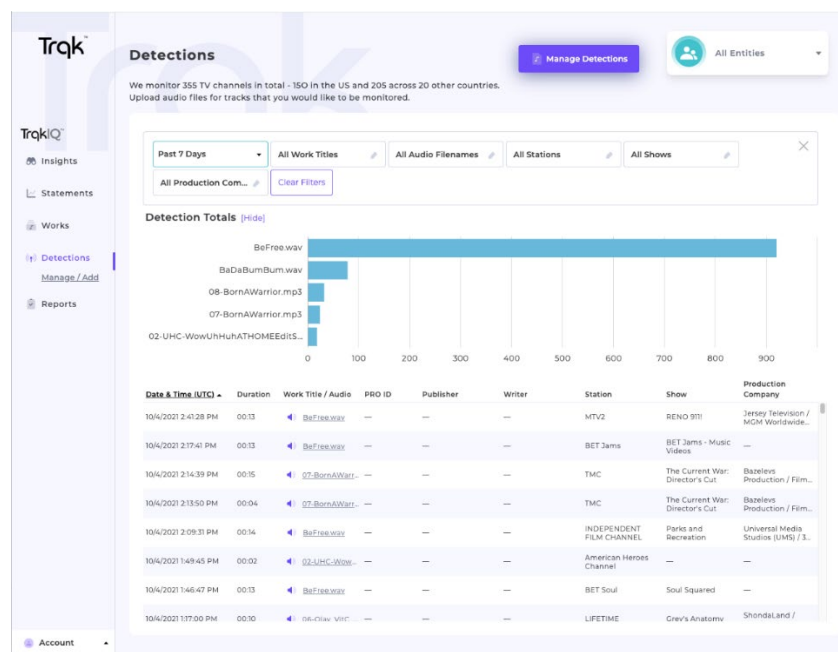
October 5, 2021 (Austin, TX) – **Trqk™**, a music-tech innovator and pioneer in TrqkIQ™ Music Royalty Intelligence, has officially launched the new [TrqkIQ Publisher Edition™](#), empowering music publishers, production music libraries, and other catalog owners with revolutionary new ways to harness the power of performance royalty data to interpret and analyze performance royalties, increase efficiencies, and unlock paths to more income.



In support of the specific needs of music publishers and libraries that own and manage large catalogs, TrqkIQ Publisher Edition can ingest historical data sets and support the uploading and processing of statements up to 100 MB or larger. Through groundbreaking Gap-Analysis features, rights holders and content owners can find missing income and discover public performances not reflected on PRO statements. Using an automated process, Trqk compares real-time tracking data from historical on-air performances vs. the royalties actually collected. The audit identifies discrepancies to help make claims for performances that have been overlooked or not properly paid from PROs. A root cause analysis also provides insight into missed registrations and cue sheets. TrqkIQ Publisher Edition currently supports historical BMAT data exports and will support other detection data sets over time.



The launch of TrqkIQ Publisher Edition follows the recent addition of exclusive music placement tracking features with insights on top production companies, publishers, and songwriters. Trqk has also significantly expanded international BMAT on-air detections to more than 355 channels across 21 countries on six continents. The new features combined offer music publishers and production libraries more valuable insights, thorough interpretation of data and analysis, and a more comprehensive global picture of their performances.



**Joseph Saba**, composer and co-founder of Videohelper says, "We're very excited about Trqk's new ability to examine BMAT data detections against PRO statements on one platform. We routinely discover missing royalties and use digital detection to help recover them, but our current process is heavily manualized – so this integration is a game changer. We're looking forward to having Trqk be a one-stop shop that makes revealing missing performances much more efficient while helping maximize our royalties."

“TrqkIQ Publisher Edition has been designed for the unique needs of music publishers and libraries that have a large volume of PRO statements to review, analyze and understand. Now with our sophisticated Gap Analysis automation, the ability to find missing income is even greater, and the entire industry can now save time and gain much better visibility into their earnings,” said Trqk co-founder and Chief Creative Officer **David Della Santa**.

TrqkIQ offers a [14-day free trial](#). For more information, visit [trqk.io/pricing](http://trqk.io/pricing).

Trqk is proud to be a sponsor of the Production Music Association’s annual Production Music Conference held in Los Angeles from October 5-7, 2021. To learn more about TrqkIQ Publisher Edition, contact us for more information or to schedule a demo by emailing [info@Trqk.io](mailto:info@Trqk.io).

## About Trqk

Trqk™ is a ground-breaking Music Royalty Intelligence platform dedicated to empowering the Music Creator Economy with game-changing new ways to harness the power of data in order to unlock new paths to make money and engage fans. With innovative tools that combine data science, business intelligence, and audio content recognition (ACR), Trqk transforms and simplifies the complexities of the royalty management process for independent artists, songwriters, composers, publishers, managers, labels, music libraries, and other industry stakeholders. The new TrqkIQ Indie Edition™ provides a big-picture understanding of performance royalties including: deep insights and data visualizations to help identify and reclaim missed royalties; peer and industry-wide royalty trends to target more lucrative business; and data to maximize licensing negotiations.

Founded in 2019, the platform is the brainchild of David Della Santa, Trqk co-founder and chief creative officer, a veteran music producer, music supervisor, and composer with over 500 song placements, and Sathvik Krishnamurthy, Trqk co-founder and executive chairman, a Silicon Valley veteran with several successful exits. Together they bring a deep understanding of the music industry and a track record in building successful startups, complemented by an executive and advisory team of music tech, data science, and performing rights experts. For more information on Trqk™ or TrqkIQ™ Indie Edition, visit [www.trqk.io](http://www.trqk.io).

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## Media Contact

Laurie Jakobsen

Jaybird Communications

[laurie@jaybirdcom.com](mailto:laurie@jaybirdcom.com)

646.484.6764