# OpenPlay Announces New EPK Feature to Easily Aggregate and Share Media Assets for Music Releases

May 3, 2022 (Los Angeles, CA) – OpenPlay Inc., provider of the music industry's leading platform for asset and catalog management, announced today the rollout of their new EPK (Electronic Press Kit) toolkit for OpenPlay users. The new feature allows users to effortlessly create visually rich, highly customizable, streamlined EPKs from their existing assets and metadata already stored in OpenPlay.

OpenPlay users can create an EPK with a few simple clicks and any number of assets, including album artwork, bios and album/track descriptions, an unlimited number of photos and songs, video clips, PDF files, and links to streaming services, websites, social media pages, and more. Once finished, users can generate their EPKs with a single click, giving them a visually simple and data rich EPK for immediate distribution.
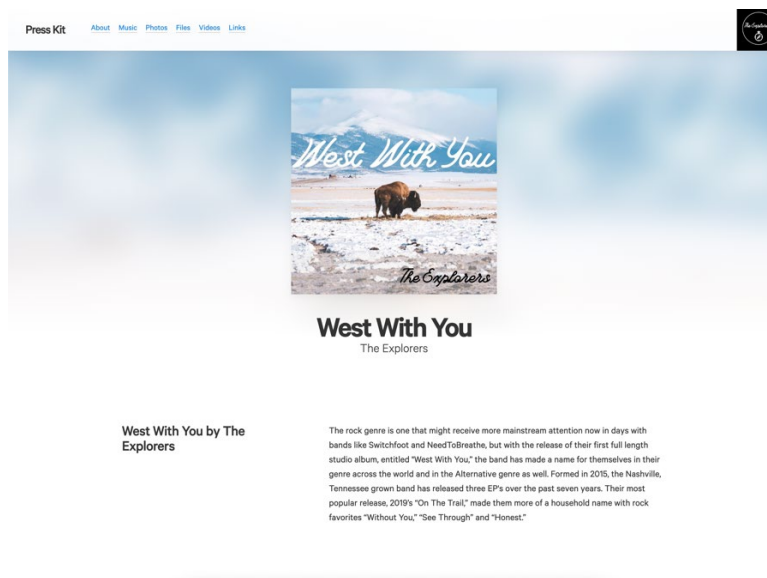
In addition to ease of use and creation, everything used in the EPK is tied back to each user's metadata and assets already stored in OpenPlay, giving users the efficiency of using one single application for creation, execution, and tracking while ensuring all assets are tagged and attributed properly. Any playlist added to an EPK includes OpenPlay's playlist tracking features, allowing senders to include streaming music and then track user access, all in real time. Security protocols allow users to restrict access. OpenPlay EPKs are fully compatible across all platforms, including desktop, laptop, mobile, and print formats to make them easily consumable. Playlists are embedded in an HTML 5 player, enhancing listening on any device and bringing the listening experience to recipients wherever they may be.

"At OpenPlay, we're continuing to evolve and add features for our users to match the fast-evolving needs of the music industry," said Jonathan Bender, Chief Operating Officer at OpenPlay. "Our EPK feature is another example, whereby users readily repurpose assets and data already in OpenPlay into professional EPK's, making the process more efficient, making pitching easier, and making everything trackable."
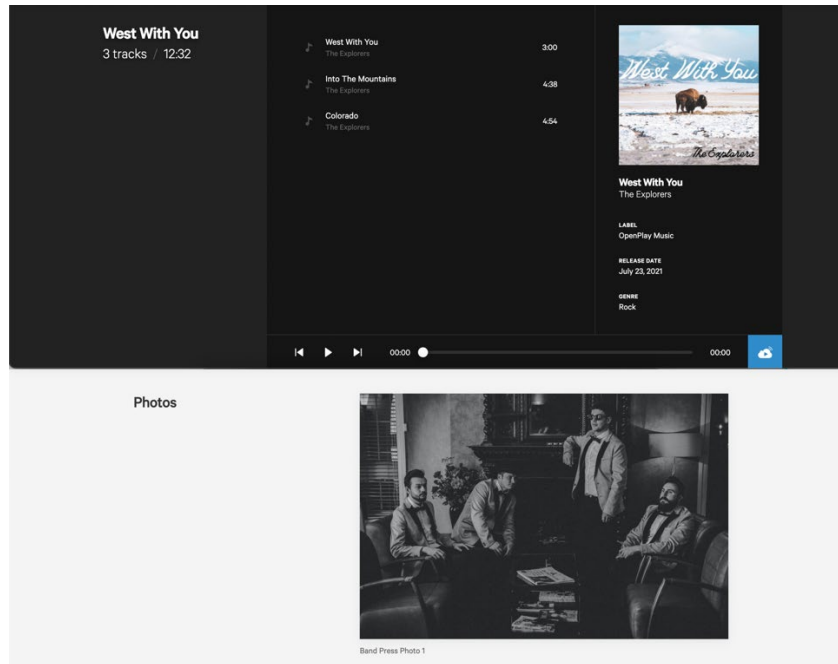
The new EPK tool is available to all OpenPlay users along with other powerful tools, including OpenPlay's InTune analytics program, the Flow workflow manager, and OpenPlay's custom report generator, which provides unmatched flexibility and ease of use to capture any and all data points in OpenPlay, formatted into custom reports that automatically update.

To view a full version of an artist EPK that was made with OpenPlay's EPK tool, click here.

To learn more about OpenPlay and its suite of music industry solutions, visit www.openplay.co

About OpenPlay
OpenPlay is the world's first asset relationship management system — bridging the gap between content creation, metadata management, assets and rights, distribution, and metrics. Designed and built from the ground up utilizing the latest in best practices and technologies, OpenPlay services customers that manage the largest libraries of valuable media assets in the world. OpenPlay's coupling of an intuitive interface with an extremely powerful enterprise toolset places it in a class above its competitors. With offerings for multiple different industry verticals, their entire suite of applications has solutions for every company no matter their size. Learn more about OpenPlay at http://openplay.co.

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