



OpenPlay Launches New Ability to Upload and Manage Music Stem Files

July 20, 2022 (Los Angeles, CA) – OpenPlay Inc., provider of the music industry’s leading platform for asset and catalog management, announced today newly added support for stem files in its Sessions tool set. With new stems support, users can upload and store any number of stem files associated with a track alongside its other assets traditionally stored in OpenPlay, allowing the files to be used for sync pitching, sampling, marketing, and more.

Sessions was designed to empower engineers, producers, and artists to capture metadata generated during the music recording process including contributors, recording studio, location, and now stem files. All stems uploaded into Sessions are automatically associated with ISRC numbers or projects, can be viewed or played individually, and can be downloaded and shared seamlessly with downstream clients or partners, giving labels more flexibility with their storage and uses both inside and outside of OpenPlay.

“Giving our users the ability to upload and store their stems alongside finished tracks in OpenPlay has been a very popular request,” said Edward Ginis, Chief Client Officer at OpenPlay. “Stems have become an increasingly important part of music releases, with TV, films, and commercials looking for instrumentals, artists and DJs looking to isolate portions of songs for sampling, and much more. We’re excited to be bringing this long-awaited support to all our users.”

Support for stems is available to all OpenPlay users along with other powerful tools, including OpenPlay’s Direct Delivery feature, InTune analytics program, EPK Toolkit, and 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 with any changes made to a user’s metadata.

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

About OpenPlay

[OpenPlay](http://www.openplay.co) is the world's first asset relationship management system — bridging the gap between content creation, metadata management, distribution, and metrics. Designed and built from the ground up utilizing 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 and unmatched performance 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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