

DYNAMEDION AND FLIP ENTERTAINMENT IN NEW EXCLUSIVE PARTNERSHIP TO
CREATE THE LEADING FULL-SERVICE MUSIC PROVIDER FOR THE GAME INDUSTRY
“Because any world is better with music”

The Dynamedion Audio Group and FLIP Entertainment have inked an exclusive strategic partnership. For the first time, their combined services, products and expertise represents a one-stop shop, independent of any label, for any and all the music needs of the entire games industry.



Based on the shared belief that music should be seen by the games industry as a valuable asset rather than a cost centre, the companies will transform in-game music and audio as well as introduce new business models to out-of-game music.

Covering all aspects of the game music industry value chain, the partnership can now offer music creation, distribution, publishing and revenue generation models to suit any game developer across all platforms. Tapping into management with unrivalled expertise in this area, partners will be able to see the true value of what music can bring to the future success of their game.

The first results of this partnership is the launch of www.flipmusic.net which showcases the best in-game music from the catalogues of both companies. In-game music has a value outside of the game and the platform allows the media and entertainment industries to be able to screen tracks available for license or sync in their future projects.



Pierre Langer
DYNAMEDION

Pierre Langer, Founder & MD of Dynamedion, says “We have been successfully doing media licensing deals with our own music from games for nearly two decades now, however we never had the resources, capacities and experience to really focus on this music management and music publishing service. With Simon and Flip Entertainment we finally have found the ideal partner to push game music to the next level, making it what it is: a valuable asset by itself, bringing additional revenue, attention and cross-marketing to all involved parties.”



Simon Usiskin
FLIP ENTERTAINMENT

Simon Usiskin, Founder & MD of Flip Entertainment, says “I am so excited about the partnership with Dynamedion. It has been something we have been working on and discussing for some time and in Pierre and his team we have found perfect partners who share our passion and belief. The music and games industries have a huge opportunity to work much closer and together with Dynamedion, we will be able to bridge the gap and show how extra value and revenue can be created.”

Over the past 18 years Dynamedion, together with its associated labels BOOM Library and Sonuscore, has become the European leader in music composition, sound design, source sound recordings, live orchestra production and audio integration services for international game audio. With over 2,000 released game, TV series, trailers, films and movies, Dynamedion stands for unsurpassed quality and integrity.

Flip Entertainment was created earlier this year by three entertainment industry executives with a combined experience of 80 years across TV, music and games in creating, publishing and licensing content. As a music publisher for the games industry, the company have all the insights and knowledge required to help game developers exploit the music IP assets they own as well as work strategically with the games industry to help them get the most out of music in their future game releases.

Executives from both companies will be attending Gamescom and Devcom where Simon Usiskin will be giving a presentation: “Music and Games - living together in sweet harmony... Well they should be!”

For further information, please reach out to:

Dynamedion: info@dynamedion.com

Flip Entertainment: info@flipentertainment.net