

Strategic Alliance Led By Sound Royalties to Fund Latin Indie Artists



Music finance company [Sound Royalties](#) is proud to announce today a strategic alliance with major Latin market distributor [GLAD Empire](#). This new relationship will help to continue fostering indie artists'™ careers. Through Sound Royalties'™ innovative funding solutions, indie artists now have the freedom to maintain their independent careers, retain ownership of their content, and receive cash advances to create new videos and promote their product.Â

GLAD Empire focuses on digital distribution and monetization of content for creators on platforms such as Spotify, Apple Music, Deezer, Google Play, YouTube, SoundCloud, among others specializing in the Latin market.Â

“With talent, you can achieve great things. But with talent and finance, one can move mountains,” said President of GLAD Empire, Camille Soto. “At GLAD, we have an exclusive artist roster to which we provide services including distribution and promotion. Working with Sound Royalties to fund artists will benefit the artists directly and the entire urban Latin culture.Â”

CEO and founder of Sound Royalties, Alex Heiche, added: “We are very excited about this new relationship with GLAD Empire. Extending the reach of our services through like-minded institutions such as GLAD, helps us reach more creatives looking for flexible funding options that help them advance

their career and retain full ownership of their works.â€