

# OKTAV

## **OKTAV Builds a “Digital Stairway to Revenue Heaven” for Sheet Music Publishers**

### **Fastest-growing sheet music streaming service provides a silver lining for music publishing houses in corona crisis**

Linz/Austria (9/8/2021) - Sheet music start-up OKTAV ([oktav.com](http://oktav.com)) is expanding its business via an ingenious concept of digitally supplying and presenting music notes. Music publishing companies have realized that OKTAV's new recommendation-based stream-as-you-like approach enables them to benefit from a growing new income funnel. Richard King, CEO at Faber Music, explains: “Faber Music was excited to be an early adopter of the OKTAV platform to help us deliver content from our extensive catalog of digital rights and assets. They have proven themselves, very quickly, to be an excellent distribution channel.”

David Kitzmüller, Founder and CEO of OKTAV says: “We are proud to be cooperating with Faber Music (UK), and other renowned companies like Alfred Music (USA), and Bärenreiter (GER). Our last big coup was signing a licensing agreement with the largest Major Label - the Universal Music Publishing Group. All of this enabled us to accelerate our worldwide expansion. Awareness is growing that streaming digital sheet music is, metaphorically speaking, a stairway to revenue heaven for publishers.”

During the pandemic, demand for digital sheet music has risen sharply, says Kitzmüller: “Pianists and hobby musicians alike have started to search the web for good-quality digital sheet music of all genres. People have been brushing up on their musical skills. OKTAV is subscription-based and offers more than 20,000 pieces for piano, and our catalog grows by 100 titles per week.” This makes the Austrian enterprise the fastest-growing sheet music service in the world, with more than 100,000 happy customers. “Our subscribers keep requesting new sheet music, so from a publisher's point of view, we offer the advantage of distributing publications precisely where the target group is already waiting”, says Kitzmüller.

With OKTAV's automatized billing system the company can accurately report which songs are accessed and make sure songwriters/composers, as well as publishers, receive a fair share. “We feel it is OKTAV's role to help preserve the cultural heritage that sheet music represents”, stresses Kitzmüller, “our subscribers report that thanks to OKTAV they spend more time playing the piano and learning new pieces, and they experience more joy making music. Many of these customers would not have made the effort to purchase sheet music in a music supply store. At OKTAV they have the music they like right at their fingertips. We recommend new pieces based on individual taste and skill level using artificial intelligence. A certain number of printouts is also included.”

The cancellation of concerts and movie releases - traditionally important sources of income for music publishers - as a consequence of the corona crisis has led to a sharp worldwide revenue drop in that field of the industry. By contrast, more than two thirds of all global revenue in the music business have been made via streaming services, and revenues from

subscription streaming services have grown around 18,5%, according to the Global Music Report 2021 by the International Federation of the Phonogram Industry (IFPI).

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Photo: [Press Materials](#)

left to right: OKTAV founders/CEOs David Kitzmüller B.A. & DI (FH) Toni Luong

Read more about OKTAV:

<https://stories.oktav.com/en/s/a-walk-through-oktav-piano-sheet-music>

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