



MIME and Beatroot Publishing Ink Sub-Publishing Deal with Sentric Music Group to Handle International Administration

December 10, 2020 (Memphis, TN) – MIME and Beatroot Publishing, two prominent independent music publishing companies that are part of the [Made in Memphis Entertainment \(MIME\)](#) family of businesses, have shored up their reach around the globe thanks to a new sub-publishing deal with [Sentric Music Group](#). Under the agreement, Sentric will handle international administration for the MIME and Beatroot Publishing writers and catalogs, enabling lucrative worldwide opportunities for their songwriters. MIME and Beatroot Publishing will continue to administer their catalogs in North America.

MIME and Beatroot Publishing writers include the most sought-after young talented artists in Hip-Hop and R&B, including Young Lyric, Dee Mula, BIG30, and Lonely Girl; producers YC (Moneybagg Yo and BIG30), Real Red (BIG30 and Big Boogie), and T-Head (Action Pack); and songwriters Mike Angel (Trey Songz) and Fresco Kane (Mariah Carey), among many more. They also handle MIME Co-Founder and CEO David Porter's legendary post-Stax songwriting catalog.

MIME's family of interconnected companies enables unique synergies for MIME and Beatroot Publishing. Many of their artists and producers record at MIME's state-of-the-art studio, 4U Recording, while Beatroot Music offers digital distribution services and sync licensing company Heavy Hitters Music works to find and secure placements in film, TV, and advertising. In addition, because 4U Recording is open around the clock and their staffers are cross-trained in all aspects of the music business, MIME and Beatroot Publishing are able to offer their artists personalized, 24/7 customer service, enabling them to reach a human being at any time of the day or night.

Sentric Music Group is a global, award-winning independent publisher. Based in Liverpool, with offices in London, Hamburg and New York, it boasts an international infrastructure including direct royalty collection with over 120 global territories. Today, it represents more than 2m works and over 200,000 songwriters either directly or via industry partners.

"Sentric Music Group has proven itself to be one of the best companies in the world when it comes to music publishing administration, and we are happy to deepen our relationship with them," said Tony Alexander, Co-Founder, President, and Managing Director of MIME. "We are confident they will ensure all our artists, songwriters, and producers are paid everything they are owed, no matter where in the world they are played."

“We’re thrilled to work with MIME and Beatroot Publishing and their diverse, high-quality catalogs,” said Chris Meehan, CEO of Sentric Music Group. “Our team and technology mean we can offer unrivalled administration, and we’re excited to work with MIME and Beatroot Publishing to open doors and create opportunities for their songwriters around the world.”

For more information on MIME and its companies, visit www.mimecorp.com.

About Made in Memphis Entertainment (MIME)

Made in Memphis Entertainment (MIME) is a Black-owned full-service entertainment company with global reach, but with its heart in the hometown of modern American music. Founded in 2015 by original Stax Records songwriter and Songwriters Hall of Fame inductee David Porter (CEO) and 20+ year business and legal veteran Tony Alexander (President and Managing Director), MIME is dedicated to re-establishing Memphis as a key music industry hub while expanding its influence around the world, all while developing and promoting diverse talent on both the creative and business sides of the industry.

MIME’s family of companies includes MIME Records, an independent record label home to artists like Porcelan, Brandon Lewis, and Jessica Ray; MIME Publishing, an independent music publishing company that handles Porter’s legendary songwriting catalog and other copyrights of some of the most sought after young producers in hip-hop and R&B; Heavy Hitters Music, a film, TV, and ad sync company with an all-female creative team and Emmy-winning music catalog; Beatroot Music, the only Black-owned music distributor in the U.S., as well as Beatroot Africa; and 4U Recording, a state-of-the-art recording studio in Memphis with more branches opening soon.

For more information, visit www.mimecorp.com.

MIME Media Contacts

Laurie Jakobsen, Jaybird Communications – laurie@jaybirdcom.com, 646.484.6764

Tracy Zamot, Jaybird Communications – tracy@jaybirdcom.com, 917.579.6704

Bill Greenwood, Jaybird Communications – bill@jaybirdcom.com, 609.221.2374