



An online video teaching platform dedicated to the art of producing, recording and mixing music featuring tutorials from the best talent in the universe.

The songs

Puremix licenses all songs used on the platform from record labels and publishers and pays royalties on usage. We are proud to offer our 280K+ members the opportunity to learn the craft, with songs by the Red Hot Chili Peppers, twenty one pilots, Imagine Dragons, Major Lazer, David Crosby, Blink 182, Green Day, Steve Gadd, and many more.



Featuring a song on Puremix is a great way to promote new tracks to an avid crowd of music fans and also a great way to generate new income from catalog tracks.



4.2M Puremix tutorials have been viewed over 4.2 million times since 2010.

280 k engineers and producers have already joined the Puremix community.

400 h of exceptional tutorials from award-winning mentors.

Who is our audience

Over 280k musicians, engineers and producers have signed up to Puremix since 2010. From bedroom producers to top industry professionals, music makers turn to the Puremix community for in-depth education and inspiration.

130k+ followers

120k+ followers

100k+ followers

Our business model and royalties

Puremix sells Pro memberships and Video on demand

For **Pro memberships**, customers get access to all the content on the site (videos, plugins, mixing contest, equipment giveaways, private live events and Q&As). The average subscription price is \$24.99 per month. Royalties are calculated every month as an exact to the minute pro-rata of what the customers have been watching on the site.

For **Video on demand**, customers pay a one time fee and they can watch the video an unlimited amount of time on the site. Prices for single videos vary from \$15 to \$49 and label and publisher royalties are calculated as a percentage of gross sales. Typical royalty rates start at 5% of gross for every third party involved.