

Recording Academy Renews Iron Mountain Entertainment Services Partnership



L-R: Maureen Droney, Lance Roden and Meg Travis. Picture: Recording Academy

The Recording Academy Producers & Engineers Wing has renewed its partnership with Iron Mountain Entertainment Services (IMES), the Media & Entertainment division of Iron Mountain Incorporated® (NYSE: IRM).

As the recording industry's trusted resource for preserving music and protecting musical intellectual property, and as an official P&E Wing Sustaining Partner, Iron Mountain Entertainment Services provides title sponsorship for professional development events and serves as a member of the P&E Wing Manufacturer Council, a diverse array of audio-related companies that functions as a creative think tank addressing industry issues. IMES will continue to work closely with the P&E Wing to raise awareness on the importance of archiving and preservation, as well as best practices in asset preservation and creative rights management.

IMES continues to be at the forefront of asset preservation, employing state-of-the-art techniques including proprietary media recovery technology and new client services such as the recently introduced digital repository Smart Vault. IMES and the P&E Wing will continue their collaborative efforts, which include industry events, data-gathering and analysis and other initiatives. Notably in 2021, the two organizations held a closed-door virtual summit, "Protecting Legacies: The Art, Science and Value of Music Archives," which resulted in a comprehensive industry survey on current trends in audio archiving.

"The past few years have for us been a highly successful experiment in remote events, and we are ready for the next phase," stated Maureen Droney, Recording Academy Sr. Managing Director, Producers & Engineers Wing. "For example, our recent in-person 2022 Preservation Celebration at the IMES Hollywood headquarters attracted luminaries from across the spectrum of music recording for a high-level educational - and fun - get-together. IMES has been one of our closest allies through the pandemic, and as we explore what comes next, we will together continue to shine a light on the importance of best practices for archiving, preservation, restoration, and transfer, and we will be pushing forward with our initiatives in 2022 and beyond."

Lance Podell, Senior Vice President and General Manager, Iron Mountain Entertainment Services, adds, "This is truly a special partnership, one that is centered on a shared mission and passion to preserve and share music for future generations. Together, our organizations will continue to raise awareness of the critical importance of thoughtful archive strategy, and work with creators, entertainers, producers, and engineers to develop and implement best practices to future-proof their life's work."

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