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David Guetta signs rights deal with music marketing venture MyLoveAffair



David Guetta is the first musician to sign over rights to newly launched music marketing agency MyLoveAffair.

The agency, launched today by former Omnicom Media Group France digital lead Raphaël Aflalo and Guetta's wife Cathy (pictured), aims to connect brands and musicians by forging rights partnerships with artists and labels that span traditional and digital media channels.

Musician David Guetta is the first artist to sign up, having launched a campaign with technology brand HP.

The agency has partnerships in place with the major labels and plans to start working with more bands and brands as it officially announces its global offering this week.

It will act as the broker between labels and advertisers, finding the right fit, but will also have the in-house capabilities to produce and manage the ad campaigns.

Speaking to **new media age**, Aflalo, who will head up the brand side of the business, said musicians' social media channels would start to play a particular focus in helping companies associate themselves with music.

"Matching music and brands works because on the one hand, you have a suffering music industry, and on the other, you have brands that are desperate to have a more engaging and emotional connection with customers, which music can help create," he said.

The company also plans to launch a range of digital planning tools, aimed at helping companies gain more information about how they can relevantly include their brand into artists work, for example, product placement in music videos via the digital platform MyProductPlacement.

Aflalo said, "We want to create tools to make it easier for the relationship between brands and artists to happen in a relevant and meaningful way."

MyLoveAffair has also taken a 50% stake in concert-streaming website live@home.tv and will become its exclusive ad agency, which will let brands sponsor live web concerts and shows.

The company will be launching a London roadshow in March, starting with a VIP event for brands and agencies.