The partnership launches with the 'Tribe of Noise Tour Around the World', a worldwide tour which aims to connect Tribe's musicians with Getty Images Music's customers, producing royalty free music which is local and relevant to Getty Images' global customer base, meeting the needs of content creators around the world.

The tour will target musicians, composers and singer-songwriters who are interested in licensing music directly to media professionals. For each country an individual brief will be provided by Getty Images Music, calling for tracks that meet local needs and are representative of their country and culture. Each and every track submitted will be assessed by Tribe's dedicated team of community managers and supervisors, before pulling together a shortlist and announcing the winners. Winning material will then be profiled on the Getty Images Music website, providing customers with fresh, original content as well as a new revenue stream for talented emerging artists.

"Creating compelling local content that appeals to our diverse base of customers is of the utmost importance to Getty Images," says Vince Bannon, Vice President, Entertainment Partnerships & Development. "Tribe of Noise and its royalty free community of artists are a key partner in creating the kind of music that resonates on a local and international level and we are incredibly excited to bring this new offering to our customers."

Bannon continues: "Performance royalty free music is a trend that many content creators embrace and Getty Images Music is continuing to hone its offering to supply this demand. One of the key elements of the growing demand for royalty free content is the overwhelming success of online and social media in corporate communication. More than ever, companies are in need of fixed fee, transparent license deals with maximum flexibility to broadcast and share content across different media and platforms and our partnership with Tribe of Noise can help drive this."

Tribe of Noise's online services to facilitate emerging artists, execute royalty free business models and commitment to investing in new legal and financial models for the industry are key drivers behind the partnership.

Hessel van Oorschot, CEO at Tribe of Noise says: "We are fully aware of the implications our partnership with Getty Images might have on the music publishing industry as we know it. We believe it is time for a change. Performing artists, upcoming composers and talented singer-songwriters are greatly in need of more exposure and new revenue streams and we believe our partnership with Getty Images is a key step in this direction."

Van Oorschot adds: "Our main objective behind our services is to provide musicians with a platform on which they can share their music, without having to sacrifice the musician's independence in how they do so. Tribe of Noise makes use of the latest communication techniques and social networking, which has had a remarkable effect in allowing musicians to cooperate and work with fellow musicians from around the world."

The ‘Tribe of Noise Tour Around the World’ kicks off with the announcement of the winners from Spain on 16 February 2012 and will continue around the globe, launching contests in the UK, Japan, Brazil and France in 2012. For more information on the tour or to find out how you can get involved visit: http://gettyimagesmusic.tribeofnoise.com