

PrimalHouse Media Group

Capabilities Statement

PrimalHouse Media Group LLC, through its localized division PrimalHouse New Jersey, helps organizations align music usage with internal policies, legal standards, and risk tolerance. Our independent structure allows customized, compliant solutions without reliance on major-owned catalogs.

Core Capabilities

- 1 Media Compliance & Risk Mitigation – Alignment with internal policies, legal standards, and platform-specific rules.
- 2 Music Clearance & Business Affairs Advisory – Rights analysis and clearance support to reduce legal exposure and decision-maker risk.
- 3 One-Stop Music Licensing & Supervision – Fully compliant composition and master clearance, including copyright and performance reporting.
- 4 Publishing Administration & Reporting – Rights management, cue sheet preparation, and PRO reporting for audit readiness and long-term use.
- 5 Platform-Safe Monetization – Strategies to prevent claims, takedowns, demonetization, and retroactive rights issues.
- 6 Extensive Catalog – 80+ libraries with 285,000+ tracks across all genres and eras; edit-friendly mixes and alternates.
- 7 Custom Curation & Delivery Infrastructure – Expert music supervisors, tailored curation, multiple delivery formats, and SSO portal access.

Key Differentiators

- 1 Independent & Conflict-Free – Privately owned and unaffiliated with major labels or publisher conglomerates.
- 2 Compliant-First, Risk-Reducing Approach – Built for rights clarity, audit readiness, and platform compliance.
- 3 Proven Institutional Track Record – Trusted by government agencies, public universities, and regulated organizations.

NAICS Codes

- 1 512230 – Music Publishers
- 2 512240 – Audio Recording Postproduction Services
- 3 512290 – Other Sound Recording Industries (including stock/background music)
- 4 711510 – Independent Artists, Writers, and Performers
- 5 711130 – Musical Groups and Artists
- 6 541613 – Marketing Consulting Services
- 7 512110 – Motion Picture and Video Production

PSC Codes

- 1 DA10 – IT and Telecom – Business Application / Application Development Software as a Service
- 2 DH10 – IT and Telecom – Platform as a Service (Database, Mainframe, Middleware)
- 3 D317 – IT and Telecom – Web-Based Subscription
- 4 7A21 – IT and Telecom – Business Application Software (Perpetual License)
- 5 R499 – Other Professional Services (Catch All)
- 6 R605 – Support – Administrative: Library
- 7 T099-P – Photo / Map / Print / Publication – Other

UNSPSC Codes

- 1 43201533 – System boards, processors, interfaces or modules – MIDI interfaces
- 2 55111500 – Electronic Publications & Music
- 3 55111504 – Electronic Publications & Music – Electronic Catalogs
- 4 55111509 – Electronic Publications & Music – Background Music

Corporate Identifiers

UEI	KL83AWP1EMZ1
DUNS	118892149
CAGE Code	9E8P7
Tax ID	88-0923678
DGS Small Business Certification ID	2032484
SB Certification	LA Metro

Contact Information

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Prepared for government, educational, and regulated-media procurement use.