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## **Melodics Announces Partnership with Drum Channel, Deepening Learning Possibilities for Beginner Drummers**

*Companies cite synergies for interactive learning and commitment to helping new drummers  
succeed at every juncture of their musical journey*

**Auckland, New Zealand, December 14, 2023 —Melodics, the leading music educational app for keys, pads and drums, announces that it has partnered with Drum Channel, a leading video-based tutorial platform for drummers, to develop and roll out an innovative program for beginner level drummers.**

As the first of many forthcoming initiatives, the companies have created an entry-level, beginner program that allows students to benefit from Drum Channel's popular play along videos (a.k.a. Playalongs), while leveraging the strength of Melodics application-based instant feedback features.

"We are thrilled to announce our exciting partnership with Drum Channel, a true powerhouse in the world of drumming education," said Sam Gribben, Founder and CEO of Melodics. "Drum Channel's extensive library of lessons and shows, led by top-tier instructors, perfectly complements Melodics' interactive practice experience. This partnership is more than just a collaboration; it's a harmonious fusion of two innovative platforms dedicated to enriching the drumming journey for enthusiasts of all levels."

### **Simple, proven interface**

Melodics has created accompanying lessons for Drum Channels' Playalongs in its Level 100 course, designed specifically for beginners to get started with drums. When subscribing to the Melodics app, customers can select Drum Channel tutorial videos as part of the onboarding process. Subscribers of Melodics and Drum Channel are also eligible for a 20% discount from either platform.

An accompanying course of Melodics lessons have been made available to Drum Channel customers, with more in the pipeline already under development. Customers start the process with a tutorial, and then view the Drum Channel Playalong performance video of their choice. Once this is complete, users can practice that same Playalong song in the Melodics app, receiving instant feedback and measurement of their performance. This process leads to incremental and meaningful improvements in learning.

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"We are truly excited to be working closely with Melodics," commented Don Lombardi, Founder of Drum Channel. "At Drum Channel, our mission is to empower students with the best possible resources to enhance our customers' skills and passion for drumming. With Melodics' gamified approach to learning, new drummers will have a fun and engaging experience while improving rhythm, timing, and musicality with Melodics innovative instant feedback feature."

"This partnership isn't just about collaboration; it's about showcasing something truly remarkable to provide drummers, whether they're just starting out or seasoned pros, with more tools to achieve their drumming goals," Gribben adds. "We're excited to invite our users to explore this new dimension of drumming education, where the rhythms of innovation and passion converge."

To gain access to the new partnership assets, customers of Drum Channel should explore the Level 100 course which link out to Melodics partnership landing page: <https://melodics.com/partners/drumchannel>

Melodics customers will find Drum Channel content and special offers integrated into their subscription onboarding experience.

### **About Melodics**

Melodics is a music learning application for musicians and aspiring music creators, covering keys, pads and drums. With a unique mix of application technology and human instinct, Melodics presents a revolutionary way to learn music, catering to beginners all the way to advanced musicians. With a user interface that combines a gamified way to learn alongside structured lessons, as well as song play-alongs that provide real-time feedback and progress tracking, Melodics makes learning music fun and accessible. Melodics is headquartered in Auckland, New Zealand.

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