

Cross-Licensing Agreement is Signed Between NetEase Cloud Music and AliMusic

HANGZHOU, March 13, 2018 /PRNewswire/ -- Recently, NetEase Cloud Music and AliMusic, as two major music-streaming platforms, announced that they have jointly entered into a cross-licensing agreement with respect to music copyrights. As a result, these two Chinese music-streaming giants have further improved their structure for music copyrights, which in return allows users to gain access to more songs from both music platforms.

As for cooperation, NetEase Cloud Music will sublicense premier music copyrights owned by EE-Media, Avex, Forward Music, HIM International Music Inc., and others to AliMusic, while AliMusic will reciprocally sublicense premier music copyrights owned by Rock Records Co., Ltd, SM Entertainment, BMG, and others to NetEase Cloud Music.

The collaboration between NetEase Cloud Music and AliMusic aims to jointly explore how music platforms can build a better, more effective model for online music licensing, cooperation, and operations. Both parties expressed their intention of further cooperation and interaction in the future so that their users will continue to enjoy increasingly improved premier services.

This represents a new move taken by mainstream music platforms in China subsequently following the initiative announced by the Chinese copyright authorities to "help the online music industry flourish" in September 2017. Prior to this, TME and AliMusic announced a cross-licensing agreement with respect to their copyrights in September 2017. Not long ago, on February 9, 2018, NetEase Cloud Music and TME announced a cross-licensing agreement. As the three largest music-streaming giants in China, NetEase Cloud Music, TME, and AliMusic are respective subsidiaries of NetEase, Tencent, and Alibaba, all of which are renowned internet conglomerates in China.

NetEase Cloud Music, who successively entered into cross-licensing agreements with TME and AliMusic within a month, was officially launched in April 2013, with its custom recommendations and social networking through music enabling users to discover and share music products. Over the last four years, NetEase Cloud Music has manifested its growth that greatly outperforms its industrial rivals, with a current user base exceeding 400 million. It is the most reputed music-streaming platform in China.

According to the "2017 China Mobile Internet Report" released by QuestMobile, a statistics research authority, NetEase Cloud Music registers the highest 30-day retention rate in terms of active users in the industry in China. Meanwhile, NetEase Cloud Music takes the crown of the Top 10 Apps used by mobile internet users in Chinese first-tier and second-tier cities, proving that its popularity is widely accepted by users.