



Likee partners with Believe bringing a library of 2M+ songs to users

Singapore, 24th July, 2020 - Users of *Likee* – the wildly popular short video app – have even more to sing and dance and chat about thanks to its announcement today of a partnership with *Believe* - a world leading music company, helping artists and labels to build their audiences and careers, at all stages of their development. The new cooperation will give app users access to a library of more than two million songs.

Developed by BIGO Technology and released in 2017, Likee is a leading Singapore-based global platform for viewing and creating short-form mobile videos. It offers cutting-edge video shooting and editing tools, with more than 1,000 special effects available. It also encourages connection and conversation among users by gamifying viewing and interactions.

For its part, Believe has more than 1,200 employees in 45 countries and distributes more than a third of the world's digital music in volume. The partnership will encompass Likee' s core markets, such as the United States, United Kingdom, Russia and the CIS, Indonesia, Middle East, North Africa and Egypt.

“We’ re embracing the next generation of music creation, distribution and consumption with Likee in this partnership,” said **Gideon Mountford, Head of**



Digital Retail, Believe. "This is more than just a one-way licensing deal, we look forward to the results our artists and musicians will achieve on the platform" .

For major short video platforms, globalization is always achieved through localization. The newly announced partnership is identified as a strategic move of both parties towards a win-win situation by offering local customers global content and vice versa.

"We are very excited to partner with Believe. Likee is dedicated to its mission of 'Let You Shine' . I believe a more diverse music library will help further unleash the fullest potential of users' creativity," said **Aaron Wei, Vice President, BIGO Technology.** "As short video content

continues to grow in popularity around the globe, we are proud to take the lead in developing a platform that not only entertains users but also brings influencers, brands, and organizations together as an evolving business ecosystem."

About Believe:

Believe is a world leading digital music company, helping artists and labels to build their audiences and careers, at all stages of their development. It is a best-in-class technology organization, providing global distribution and digital marketing services to its partners, with more than 1,200 professionals and offices in 45 countries. Believe owns several brands, labels and companies including Believe Distribution, TuneCore, Nuclear Blast, Naïve, AllPoints. <https://www.believmusic.com/>

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