

**BELIEVE AND SUNO ANNOUNCE STRATEGIC
PARTNERSHIP TO ADVANCE LICENSED AI MUSIC
OPPORTUNITIES FOR INDEPENDENT ARTISTS AND
LABELS**

SUNO × believe®

PARIS/CAMBRIDGE — September 8, 2026 — Global artist development company Believe and Suno, the leader in AI music creation tools, today announced a strategic partnership covering participating repertoire from Believe and TuneCore, its platform for self-releasing artists to build audiences and develop careers. Under the agreement, music from participating Believe and TuneCore artists and labels will be included in the new music models that Suno is launching in partnership with the music industry, and artists and labels can choose to opt in to new, licensed music products that the companies will create together.

Under the partnership, artists who consent to participate will be compensated for their music and their rights will be protected. They will also benefit from Suno's training protections and recently announced transparency tools and download limits.

All tracks created by artists using Suno's new industry partner model will become eligible to distribute through Believe and TuneCore. This change from Believe's April 2026 decision to block the distribution of Suno's then-current models reflects the progress achieved in recent months for artists.

“For 20 years, we have been helping artists and labels reach their full potential, and increasingly that means working with new technology like AI, while ensuring that responsible innovation translates into greater opportunities and value-generation for artists. The partnership we worked on with Suno for Believe and TuneCore unlocks powerful tools for all artists and labels. It now gives them a meaningful choice over how they can participate, protect their rights and enables them to share the value created by innovative responsible AI technologies”, said Denis Ladegaillerie, Founder and CEO of Believe.

“We have always shared a common goal with Believe to support independent artists at all stages of their careers. This partnership will significantly expand opportunities for independent artists, giving them access to creative tools, new paths to distribute their music through Believe and TuneCore, and more exposure”, said Mikey Shulman, CEO of Suno. “We’ve been laying the foundation for the next generation of Suno, strengthening our safeguards, expanding our industry partnerships, and learning from artists testing our upcoming music models. We’re thrilled to work with Believe on innovative product experiences that will give their artists new ways to earn and build even deeper connections with their fans.”

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About Believe

Believe is a global artist development company. We empower local independent artists, songwriters, labels, and publishers to scale their businesses and raise audiences at each stage of their career with expertise, respect, fairness, and transparency. Operating in over 50 countries with more than 2,000 employees, Believe provides a full range of services across recording, publishing, and distribution, offering bespoke solutions engineered for long-term career growth to champion creative independence. We nurture emerging talent and shape the future of local music scenes through our own [brands](#). This unique model pairs on-the-ground local market intelligence with a cutting-edge global technology platform, maximizing royalty optimization and global reach through privileged partnerships with leading streaming platforms. Believe is positioned as the reference partner for responsible innovation in the field of generative AI, in line with [our responsible AI framework](#). Believe is a simplified joint-stock company under French law. Learn more at www.believe.com.

About Suno

Suno is building the world’s first creative entertainment platform, where everyone can experience the joy and fulfillment of making music. We believe the future of music will be more participatory than ever before, creating new opportunities for artists and fans while strengthening the music ecosystem. Our users range from people creating personal songs for their loved ones to Grammy-winning artists using Suno Studio, our power tool, to make chart-topping hits. We build our products alongside artists, songwriters, producers and musicians, guided by the belief that great music is made by people and technology should expand what’s creatively possible.

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