

# Triller and Universal Music Group announce worldwide licensing agreements for recorded music and publishing

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Triller, the globally popular AI-powered short video platform, and Universal Music Group (UMG), the world leader in music-based entertainment, have announced expanded worldwide licensing agreements that span recorded music and publishing.



With the new agreements, Triller's users gain access to UMG's full catalogue of music from the company's iconic record labels and recording artists, as well as the songwriters and catalogues represented by Universal Music Publishing Group (UMPG), for use on Triller.

Bobby Sarnevesht, Chairman of Triller, said: "We are pleased to announce our renewed agreement with UMG and our new pact with UMPG. Triller has become one of the most important platforms in music today, and these

agreements ensure that artists and songwriters across Universal Music Group have full access to the global Triller ecosystem."

Jonathan Dworkin, UMG's Executive Vice President, Digital Business Development & Strategy, said: "We're pleased to have a deal with Triller that embraces the importance of compensating our artists, especially given the tremendous value music generates across their platform. With this agreement, UMG continues to expand the universe of licensed social media platforms that allow fans to legitimately create and share content, while also growing an important new source of revenue for our artists."

UMPG Chief Counsel David Kokakis said: "UMPG's mission is to support songwriters. By licensing new platforms like Triller, we ensure writers are fairly compensated and we are strategically delivering growth to the overall publishing business."

## About Triller

Triller is the globally popular AI-powered social media and music discovery experience that allows users to create professional-looking videos in a matter of seconds. Pick a song, select the portion of the song you want to use, snap a few takes and with the tap of a button you have a celebrity-quality music video starring you and your friends. Triller relies solely on organic growth and has more than 300 million downloads, with celebrities like **Alicia Keys**, **Cardi B**, **Marshmello**, **Roddy Ricch**, **Eminem**, **Burna Boy**, **Nasty C**, and **Sauti Sol**, regularly using the app to create their own music videos.

Triller is owned by TrillerNet, a first-of-its-kind company consolidating technology and content platforms to lead the move to Internet 3.0. For more information, visit [www.triller.co](http://www.triller.co) and follow @triller on Instagram.

## About Universal Music Group

Universal Music Group (UMG) is the world leader in music-based entertainment, with a broad array of businesses engaged in recorded music, music publishing, merchandising and audiovisual content in more than 60 countries. Featuring the most comprehensive catalog of recordings and songs across every musical genre, UMG identifies and develops artists and produces and distributes the most critically acclaimed and commercially successful music in the world. Committed to artistry, innovation and entrepreneurship, UMG fosters the development of services, platforms and business models in order to broaden artistic and commercial opportunities for our artists and create new experiences for fans. Universal Music Group is a Vivendi company.

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