



# STREAMING AND LIVESTREAMING BUSINESS PROGRESS

In this month's newsletter, 7digital announces an extended contract with streaming service XITE and reports on eMusic Live's strengthening partnerships. The newsletter also comments on the gathering pace in the rise of the livestreaming industry with major players now entering this space.

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# WELCOME TO 7digital's MAY 2022 INVESTOR NEWSLETTER



**Paul Langworthy**  
CEO

**"That's why at 7digital we regard all our client renewals and extensions as a vote of confidence, as well as an opportunity to deepen relationships with customers"**

No matter how attractive a product seems, you never really know for sure until you've tried it. That's why at 7digital we regard all our client renewals and extensions as a vote of confidence, as well as an opportunity to deepen relationships with customers. I'm delighted to bring you details of the latest contract extension with existing customer XITE, a leading operator in the connected TV space.

Also in May: eMusic Live livestreamed world-class Hangout Music Festival in the US, which featured globally renowned artists such as Maren Morris, Kane Brown and Illenium. In a reprisal of its partnership with entertainment giant AEG Presents, eMusic Live successfully hosted a multitude of US and international fans on its platform, providing them with a hyper-realistic concert experience all from their own homes. And, separately, eMusic Live and iHeartMedia smashed it out of the park with an exclusive livestream of the iHeartCountry festival – with 18,000 unique visitors in 3,657 US cities.

Elsewhere, we look at how the livestreaming industry is developing and becoming mainstream with major players now entering the space. In May, Netflix and Apple both revealed their interest in livestreaming, with the latter announcing it will be launching a new concert livestreaming series – Apple Music Live. The fact that livestreaming is here to stay is old news to 7digital. As a dedicated livestreaming platform, eMusic Live is the most commercial platform available, offering NFTs, merchandise and other features. We assess how this strategic market position is boosted by growth in the industry.

As ever, I hope you enjoy this month's issue.

# LEADER IN CONNECTED TV SPACE RENEWS CONTRACT WITH 7digital

7digital has secured a 36-month contract extension with existing customer XITE, a leading player in the connected TV space.

Amsterdam-based XITE reaches 100 million households worldwide. It uses 7digital's catalogue to power its non-stop audio product XITE Music. The service features 40 channels and offers a pick-and-mix to delight any music fan – genres from kids to heavy metal, and any era from the '50s up, plus a wide choice of moods and themes.

**"We are very pleased to be continuing our strong relationship with 7digital in this long-term extension. As a leader in the connected TV space, we aim to offer the best music streaming experience in the market and 7digital helps us to achieve this"**

-Niels Daalhuizen, Chief Product Officer of XITE

XITE will:

- ▶ use 7digital's music-as-a-service platform to provide end to end music management
- ▶ access 7digital's complete and fully cleared catalogue in all service territories
- ▶ license use of the 7digital playlisting tool to create and manage playlists that deliver specialised music experiences for listeners

"Using 7digital's unparalleled catalogue and curation features, we have been able to provide our listeners with distinctive, well-curated music for every occasion and deliver the best music experience in the world," said Niels Daalhuizen.

XITE Music launched in 2019 and offers its TV app to users of Ziggo, the largest cable operator in the Netherlands.



**XITE**



# HANGOUT LIVESTREAM REPRISES AEG AND eMUSIC LIVE PARTNERSHIP

## AWARD-WINNING FESTIVAL HOSTS GLOBAL MUSIC STARS

Music lovers flocked to Alabama's Gulf Beaches to see the long-awaited Hangout Festival 2022.

The three-day festival from 20-22 May featured a line-up of over 50 artists. These included some of the world's biggest names like Maren Morris who shattered the record for the largest ever debut streaming week for a country album by a woman with 23.96 million streams. Kane Brown, Grammy Award-winning Leon Bridges, Illenium and Sublime with Rome also performed, with many more exceptional artists making an appearance. Around 40,000 people attended the live event on the Saturday alone according to *Fox10 News* and tickets sold out fast. However, ticketless fans did not need to despair – those attending online could catch every spectacular moment.

Courtesy of a reprised partnership between entertainment giant AEG Presents and 7digital's own joint venture eMusic Live, fans around the world could tune in to the world exclusive livestream.

Unlike other festival platforms, eMusic Live creates an experience that matches the live event more closely. Each artist receives their own event page, fully customised to each individual artist brand, merchandise and music. In addition, at Hangout, eMusic Live's platform featured community elements such as an interactive scheduler, next event recommendations and chat function for fans to share experiences.

The event followed on the heels of eMusic Live's successful livestream of premier reggae festival Cali Vibes in February in partnership with Goldenvoice of the AEG group.

Bret Heiman, Vice President of Global Partnerships at AEG Presents, said, "As a company, we believe strongly in artists' brand and vision and eMusic Live allows each artist to

individually showcase their brand, merchandise and music in a festival livestream environment. With eMusic Live's ability to closely replicate the live event, they were the clear choice for Hangout Festival's livestream."

AEG is the world's largest live entertainment company with a portfolio of premier music festivals, marquee concert venues and in-house content development spanning Europe, Asia and North America.

**"In furthering our relationship with AEG Presents, eMusic Live is working with the biggest global artists and cementing our position as the platform of choice to support and serve world-class artists,"**

said Tamir Koch, President of eMusic Live

Additional information and artists streamed available in the official [press release](#).

# eMUSIC LIVE TAKES ONLINE FANS DOWN THOSE COUNTRY ROADS

In another great partnership eMusic Live teamed up with iHeartMedia on 7 May to exclusively livestream this year's iHeartCountry Festival to thousands of Country fans.

The festival livestream reached a lot of incremental fans - with over 18,000 unique visitors to the events page and 4,500 tuning in to the performances. Visitors came from 3,657 cities across the US – Dallas, Austin, New York and Chicago among the top ten.

Performing, were some of the hottest names in Country – Thomas Rhett, Carrie Underwood, Zac Brown Band and Maren Morris. Other big Country names included Dustin Lynch and Jimmie Allen.

The livestream featured exclusive backstage content and interviews, captured live at the festival, bringing a new level of customisation.

"Can dance at home with my son without having him unable to see over everyone! Thank you!" commented one online fan.

"I liked how interactive it was and it was great seeing my friends just like at a live concert," said another.

Fan engagement was unprecedented. Viewers tuned in for 2.3 hours on average and watched around five shows each, which amounted to a total of 570,000 minutes watch time.

Fans actively promoted the show and participated in the community. The quality of the livestream and fast customer support generated a positive community response and 57% reported sharing the stream with friends and family. There were more than 3,000 feed and friend shares from the event page, and 25,000 chats and cheers tracked during the performances.

One online fan enthused: "It felt like I was at the concert. It felt like I was truly part of the audience. The music was great."

In all, 88% of fans reported being satisfied or extremely satisfied with the livestream.



**"By partnering with iHeartMedia we are continuing to cement eMusic Live's position as the world's leading commercial livestream platform."**

said Paul Langworthy, CEO of 7digital

# LIVESTREAM GOES MAINSTREAM

Apple Inc's [launch](#) of its first livestream service to showcase performances from 'some of the biggest stars in music' means livestreaming really is here to stay.

The music, audio and video-streaming company's inaugural Apple Music Live event took place on 20 May, featuring Harry Styles. It came shortly after [Deadline magazine reported](#) Netflix was in the early stages of developing its own livestream product.

"Apple Music Live is a new recurring series designed to give the biggest stars in music the biggest possible platform to flaunt how they connect with audiences and how their songs translate to live performance," Apple stated.

Online performances-as-they-happen were a lifeline to music-makers during the pandemic – like eMusic Live's international concerts in partnership with Virtual Circle. But 7digital and eMusic Live knew livestreaming had a big future beyond the pandemic – a point of view backed up by studies, industry commentators, and multiple surveys of fans and artists.

eMusic Live has continued its successful schedule of genre-spanning partnerships to livestream events ranging from classical concerts and jazz to pop and high-profile music festivals. Partnerships in 2022 include live entertainment titan AEG Group - as reported in this newsletter.

However, anyone who still believed livestreaming was a temporary 'fix' or confined to emerging tech start-ups, may now change their minds.

"The move by Apple, with others like Netflix looking to enter the livestreaming space, is a powerful signal to the industry that livestreaming is here to stay and has gone mainstream," said Tamir Koch, President of eMusic Live.

Unlike competitors, eMusic Live is a dedicated music livestreaming platform. Uniquely, it creates an experience to closely match the live event with page customisation for individual artists and brands. eMusic Live has the capability to create other direct-to-fan opportunities including non-fungible tokens (NFTs), meet-and-greets and merchandising on a global scale.

**"Apple's decision is great news for the market. eMusic Live is establishing strong strategic relationships and is well-positioned in this market as a dedicated livestreaming platform and a highly commercial platform"**

- Tamir Koch