



# 7digital CELEBRATES NEW CONTRACT WITH GLOBAL GIANT PINTEREST

Inside this newsletter: Pinterest, a global visual inspiration platform with 400 million+ users, has signed a three-year contract, and a new market report highlights the role of smart devices in driving music consumption. Plus, 7digital clients Triller and Songclip hit the news.

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# LATEST CONTRACT WIN REFLECTS STRONG PRODUCT-MARKET FIT FOR 7digital PLATFORM



**Paul Langworthy**  
CEO

**“The three-year contract reflects the strength of our end-to-end offering, global catalogue and ability to meet and serve the growth in music consumption on platforms at scale.”**

Welcome to October’s 7digital Investor Newsletter.

This month, I’m delighted to bring you news of another contract win, with visual inspiration platform Pinterest. A global giant, Pinterest has more than 400 million monthly active users. The three-year contract reflects the strength of our end-to-end offering, global catalogue and ability to meet and serve the growth in music consumption on platforms at scale. Pinterest’s licensing deals with some of the top music labels will enable its users to add tracks from popular artists like Ed Sheeran to their Idea Pins, delivered through the 7digital platform.

A further report this month confirmed the continued rise of music streaming – and suggested increased sales of smart devices would power this growth. As several 7digital clients unite smart gadgetry with music streaming, the report reflects the growth potential for our core services.

And in Clients in the News, we celebrate the achievements of two valued customers. Songclip’s partnership with Hipgnosis will enable its users to access around 100,000 songs by major songwriters. And Triller boldly has announced the launch of its metaverse platform Metaverz.

# PINTEREST PARTNERS WITH WARNER, MERLIN AND 7digital TO BRING POPULAR MUSIC TO PINS

7digital was pleased to announce this month a new contract with visual inspiration platform Pinterest.

Pinterest is a visual discovery engine used by people around the world to find inspiration. The three-year contract with 7digital will give Pinterest's 400 million + active monthly users access to a more comprehensive music catalogue.

"We're excited to integrate with Pinterest to provide an innovative and powerful way to share music and creativity that will generate immersive new experiences for the Pinterest community," said Paul Langworthy, CEO of 7digital.

Through this partnership, Pinterest's music library will now include licensed commercial tracks, delivered by 7digital's music-as-a-service platform, as well as royalty-free music.

Alongside the deal with 7digital, Pinterest announced new partnerships with major music labels Warner Music Group (Nasdaq: WMG), Warner Chappell Music, Merlin and BMG to bring today's top artists and music, delivered through 7digital, onto their platform. Through these new licensing deals, users will be able to add tracks from the likes of Ed Sheeran, Silk Sonic, Anitta and many more to their Idea Pins.



"This contract reflects the strength of 7digital's end-to-end offering, our global catalogue, and our ability to meet and serve the growth in music consumption on platforms at scale. We look forward to supporting the launch of enhanced music features on the Pinterest app and working with them to power new momentum in the creator experience," added Paul.

The contract with 7digital is designed to support growth in content and territories as the Pinterest platform expands to new markets.



**"Music plays a vital role in elevating storytelling and empowering storytellers, creators and Pinners who inspire the world every day on Pinterest. We are thrilled to partner with companies such as 7digital to facilitate the delivery of the latest music tracks to our platform and elevate the content and inspiration created on Pinterest"**

- Malik Ducard, Chief Content Officer of Pinterest

## About Pinterest

Pinterest is the visual inspiration platform people around the world use to shop products personalised to their taste, find ideas to do offline and discover the most inspiring creators. People have saved more than 300 billion Pins across a range of interests from building a home office to cooking a new recipe and planning a vacation. Headquartered in San Francisco, Pinterest launched in 2010 and has more than 400 million monthly active users worldwide. Available on iOS and Android, and at [pinterest.com](https://pinterest.com).



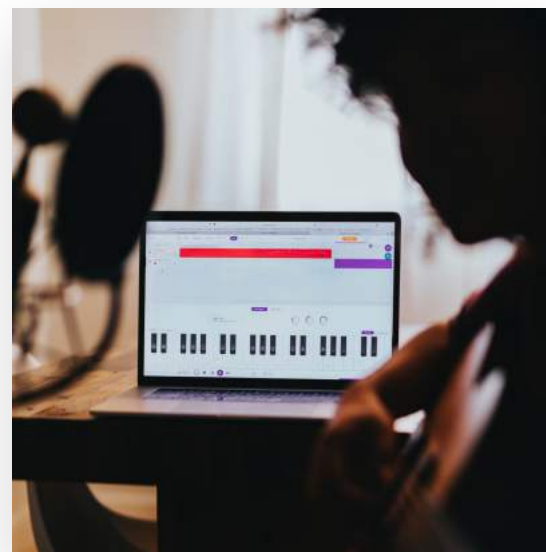
## NEW PARTNERSHIP FOR SONGCLIP BRINGS 100,000 OF ‘MOST POPULAR AND ICONIC’ LICENSED SONGS TO APP USERS

7digital customer [Songclip](#) hit the news this month following the announcement of a new partnership with [Hipgnosis Songs Management](#) to add additional music to their pre-cleared library.

Owned by Clipmedia, it has been a client of 7digital since 2018 and uses 7digital's flexible API platform to ingest and deliver their licensed and cleared music as well as logging usage and reporting to rightsholders.

“The new partnership will allow [Songclip] to offer its users access to around 100,000 songs administered by Hipgnosis, by writers including Chrissie Hynde, Sam Hollander, Ari Levine, Jack Antonoff, [Savan Kotecha](#) and more,” reported [Music Business Worldwide](#).

Kendall Berman, Songclip's Chief Business Officer, told [Music Week](#) the partnership was a unique opportunity for consumer apps to license “some of the most popular and iconic songs ever written and recorded.” It increased the quality and value of the Songclip library for existing and future partners, he said.



## TRILLER GOES META



Long-standing 7digital client Triller planted its flag on the metaverse this month with the launch of a new platform Metaverz.

Triller became the latest company to create the kind of immersive digital experiences some see as the future of entertainment...and beyond.

Triller, the leading AI-powered creator platform, is taking its creator-first approach to the metaverse. Metaverz will provide virtual spaces where users can gather to watch live music and sporting events, and to interact with celebrities, influencers and creators.

Upcoming cross platform events include Bare Knuckle Fighting Championship and Triller Fight Club.

"Its first event [took] place on October 22 with DJ Sam Feldt performing an electronic set from the Netherlands, then dropping into

Metaverz's virtual nightclub as an avatar to mingle with guests.

"The virtual performance is one of 2,000 events Triller and its subsidiaries plan to host in the next year, a majority of which will happen in the real world and in Metaverz," wrote [Reuter's](#) Dawn Chmielewski.

Metaverz can be accessed through browsers on any internet-connected devices. Users can communicate as 'avatars' (virtual figures of themselves) or through live-streamed video appearing as on-screen dialogue boxes.

"Visitors can enjoy virtual environments Triller built over two years, including a sports arena, beach houses, and a nightclub with projection screens, laser lights, and marble floors," said Ashley King, [Digital Music News](#).

# SMART DEVICES POWER GROWTH IN MUSIC STREAMING, SAYS REPORT



Rising use of devices like Amazon's smart speakers will help propel growth in the music streaming market to \$45.31 billion by 2026, a leading market research company predicts.

Smart gadgets including speakers, phones, and devices such as Amazon's Alexa, powered by virtual assistants and featuring voice commands, the ability to control devices in the home and live stream music, have changed the way people listen to music, according to Research and Markets' [Music Streaming Global Market Report 2022](#).

Sales of Amazon Echo (smart) speakers increased from 53.6 million in 2020 to 65 million in 2021. "Therefore, the increasing adoption of smart devices will drive the growth of the music streaming market," said the report.

The global music streaming market is expected to grow from \$24.09 billion in 2021 to \$27.24 billion this year at a CAGR of 13.08%. This is expected to rise to \$45.31 billion in 2026 (CAGR 13.57%).

**\$27.2 billion**

Global music streaming market  
in 2022

**13.6%**

CAGR 2022-2026

**\$45.3 billion**

Global music streaming market  
by 2026

**The increase in sales of smart gadgets alongside the inexorable rise of music streaming is further good news for 7digital's business model and services.**

7digital client [SoundHound](#), the leading innovator in conversational intelligence and smart devices, is set to capitalise on this widespread adoption as the world moves toward more automated products. Over the last five years, 7digital has supported Houndify with music intelligence services to bring voice AI-powered digital music solutions to global brands such as Honda and Daimler. Today almost a billion people use Soundhound's products for voice-enabled interactions such as music discovery and enjoyment.

As the global leader in B2B digital music solutions, 7digital provides licensing services and a scalable cloud-based platform that enables all sorts of companies and brands to connect to its global music catalogue and rights management system to create unique and engaging music experiences.

Several 7digital clients use smart devices as part of their value proposition - such as Apex Rides, FORME and Grandpad.



**SoundHound**

**FORME**



**GrandPad®**

