



NetEase Cloud Music Receives More Industry Awards

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HANGZHOU, China, Dec. 5, 2018 /PRNewswire/ -- NetEase Cloud Music, one of China's leading music streaming platforms, today announced that it was once again listed as China's most downloaded free music application on iOS in October, according to a recent App Annie report, and was also named a "Popular App" in the Star App rankings released by Yingyongbao, Tencent's mobile application store.

Additionally, it also made its way into the list of "Apps Preferred by Mobile Internet Users Aged 16-25", being the only music application on the list, according to the Mobile Internet Industry Data Report Q3 2018 released by Jiguang, a leading mobile big data service platform in China. These accolades follow the other positive news announced earlier this month that its number of users surpassed 600 million, having added 200 million new users in the previous 12 months.

NetEase Cloud Music has grown to be one of the most popular music streaming platforms in China, largely because of the differentiated user experience it offers. NetEase Cloud Music's users resonate with the platform's distinctive song lists, reviews, personalized recommendations, social atmosphere, and popular and personalized music content. The growing appetite for and recognition of NetEase Cloud Music, especially among the younger demographic segments, further demonstrates its increasing popularity in China. According to the Jiguang report, within the app rankings reflecting the preferences among mobile internet users of different ages, NetEase Cloud Music ranked second for entertainment apps among those aged between 16 and 25.

"Winning the younger demographic is commonly perceived by industry analysts as critical in determining the future of music apps, and we remain confident in our ability to continue to deliver strong and attractive user experience to foster continued growth," said Zhu Yiwen, Chief Executive Officer of NetEase Cloud Music.

About NetEase Cloud Music

NetEase Cloud Music, launched in April 2013, is a music streaming service developed and operated by NetEase, Inc. It is one of the fastest growing music service in China with more than 600 million users and over 20 million tracks.

With a focus on delivering a differentiated and premium user experience, NetEase Cloud Music has been praised for providing precise, personalized recommendations and promoting user interaction. NetEase Cloud Music now has one of China's most active music platforms, with a market leading user retention rate and user time spent on the platform. It is also one of the music platforms in China with the most active independent musicians. See <http://music.163.com/> for more information.

About NetEase, Inc.

NetEase, Inc. (NASDAQ: [NTES](#)) is a leading internet technology company in China dedicated to providing online services centered around content, community, communication and commerce. NetEase develops and operates some of China's most popular PC-client and mobile games, and partners with Blizzard Entertainment, Mojang AB (a Microsoft subsidiary) and other global game developers to operate some of the most popular international online games in China. NetEase also operates Kaola.com and Yanxuan, two e-commerce platforms that cater to the rising middle-class consumer market in China. In addition, NetEase offers advertising, e-mail and other services. For more information, please visit: <http://ir.netease.com/>.

Forward Looking Statements

This press release contains statements of a forward-looking nature. These statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. You can identify these forward-looking statements by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates" and similar statements. The accuracy of these statements may be impacted by a number of business risks and uncertainties that could cause actual results to differ materially from those projected or anticipated, including the risk that China's online music market may not grow as rapidly as expected, the ability of NetEase Cloud Music to access desirable content at favorable terms or at all, competition in the online music market, and other risks outlined in NetEase's filings with the Securities and Exchange Commission. NetEase does not undertake any obligation to update this forward-looking information, except as required under applicable law.

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