



NetEase Cloud Music and Universal Music Group Announce Strategic, Multi-Year Licensing Agreement for China

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HANGZHOU and SANTA MONICA – January 20, 2026 – Universal Music Group (UMG), the world leader in music-based entertainment, and NetEase Cloud Music, a leading music streaming service provider in China, today announced a strategic multi-year license agreement for UMG’s world-leading music catalog of artists and recordings across NetEase Cloud Music’s streaming platform and associated digital services in China.

Under the agreement, NetEase Cloud Music will distribute UMG’s global recording catalog across its streaming services and affiliated digital products. The catalog includes both local Chinese and international artists that are signed, released and distributed by UMG’s historic labels, comprised of millions of tracks and covering every genre and era.

This strategic agreement will also see the companies collaborate on feature marketing campaigns and product innovation, designed to further enhance the fan experience and promote and introduce domestic Chinese artists alongside UMG’s global roster, while further expanding the premium and Super VIP [SVIP] tier offerings and services available to music fans within the platform.

The agreement also includes artist-centric provisions and terms covering artificial intelligence (AI) reflecting a shared commitment to responsible AI practices that support and protect the music and artists that UMG represents.

In making the announcement, **William Ding, CEO of NetEase Cloud Music**, said: “NetEase Cloud Music is very pleased to have reached a multi-year licensing agreement with UMG. With the largest user base globally, China stands as the world’s biggest music streaming market. Moving forward, we will continue to work hand in hand with UMG to deliver premium music experiences to our users in China. At the same time, we look forward to exploring even more diverse and multifaceted avenues of collaboration with UMG.”

Adam Granite, Executive Vice President, Market Development, Universal Music Group, said: “This renewed agreement with NetEase Cloud Music represents a meaningful step in deepening UMG’s long-term commitment to China’s music market. Together, we aim to strengthen an artist-first streaming environment that supports creators, engages fans, and connects China’s music market more closely with the global music industry.”

Timothy Xu, Chairman & CEO, Universal Music Greater China said, “We are thrilled to expand our partnership with NetEase Cloud Music to further introduce UMG’s unrivalled artist roster and music catalog available to Chinese music fans. Together with NetEase Cloud Music, we look forward to collaborating to create innovative engagement opportunities and deliver outstanding music experiences for fans.”

Vivian Wei, Vice President of Copyrights at NetEase Cloud Music said, “We are delighted to elevate our partnership to a new level, engaging in deeper and closer collaboration across licensing, artist promotion, AI exploration, and cultural exchange. Looking ahead, we remain committed to strengthening our partnership with UMG, fostering greater connections between international artists and Chinese audiences, while further accelerating the global expansion and influence of Chinese artists.”

Jonathan Dworkin, Executive Vice President, Digital Business Development & Strategy at Universal Music Group added, “Netease is exceptional in its ability to engage music fans and deliver innovative experiences. This new agreement deepens our strategic alignment through mutual commitment to artist-centric principles, including unwavering support for human artistry, bringing fans and artists closer together, and their ambition to further develop China’s music market.”

About NetEase Cloud Music

NetEase Cloud Music (“Cloud Music Inc.,” HKEX: 9899) is one of the leading online music platforms in China, featuring an interactive content community for music enthusiasts in terms of user scale and engagement. NetEase Cloud Music have built a large-scale, robust and rapidly growing business to provide community-centric online music services to our users. Leveraging our iconic cornerstone product, NetEase Cloud Music, we empower music enthusiasts with a wide variety of technology-driven tools to discover, enjoy, share and create diverse music and music-inspired content and to interact with each other.

About Universal Music Group

At Universal Music Group, we exist to shape culture through the power of artistry. UMG is the world leader in music-based entertainment, with a broad array of businesses engaged in recorded music, music publishing, merchandising and audio-visual content. Featuring the most comprehensive catalogue 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. For more information, visit www.universalmusic.com.