# NetEase Cloud Music and Sony Music Entertainment Announce Strategic Multi-Year Licensing Agreement

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Hangzhou and New York - November 12, 2026 - NetEase Cloud Music, a leading music streaming service provider in China, and Sony Music Entertainment, a globally renowned record company, announced a strategic multi-year licensing agreement, further deepening their long-standing relationship in the digital music industry.

Leveraging Sony Music's extensive global music catalog and NetEase Cloud Music's strengths in digital music services and its vibrant community ecosystem in China, the renewed partnership will continue to bring high-quality licensed music to music fans across the country, while expanding collaboration across music content, artist promotion and cultural exchange.

Sony Music boasts an extensive international music catalog and a diverse roster of artists, with its recorded music business spanning a wide range of genres, including pop, rock, R&B, hip-hop and country.

Sony Music's catalog features some of the world's most influential artists, including Beyoncé, Michael Jackson, Harry Styles, P!nk, Céline Dion, Mariah Carey, Doja Cat, Whitney Houston, Shakira and Travis Scott, among many others.

Its Chinese-language artist roster features an impressive lineup of established artists and emerging talents, including Jam Hsiao, A-Lin, Curley G, Steve Chou, Gigi Yim, Lars Huang. Sony Music is also home to SKAI ISYOURGOD, one of the most prominent names in China's contemporary Chinese-language rap scene.

Sony Music also has an outstanding roster of artists across Japan and South Korea. Its Japanese music catalog includes popular artists such as Mika Nakashima, Hikaru Utada, Kenshi Yonezu, while its K-pop roster features internationally influential artists JENNIE and LISA.

William Ding, CEO of NetEase Cloud Music, said: “Sony Music Entertainment is a highly valued strategic partner of NetEase Cloud Music. This new partnership will further enrich our platform’s global catalog of licensed music and provide users with access to a diverse range of high-quality music from outstanding artists. We look forward to working with Sony Music Entertainment to leverage our respective strengths in artist promotion and content co-creation, foster deeper connections between Chinese listeners and music artists, and contribute to the continued development of China’s digital music market.”

Vivian Wei, Vice President of Copyrights at NetEase Cloud Music, said: "We are delighted to further strengthen our strategic partnership with Sony Music Entertainment. NetEase Cloud Music has always been committed to providing users with high-quality and diverse music content, while leveraging our distinctive music community ecosystem to connect outstanding music with listeners. Sony Music Entertainment boasts an extensive global music catalog and an exceptional roster of artists. We look forward to building on this partnership to further expand the possibilities of digital music services, helping more international music be discovered and enjoyed by music fans in China, while creating more opportunities for artists to connect and engage with their audiences."

Andrew Chan, CEO of Sony Music Entertainment Greater China, said: "China is a vibrant and indispensable part of the global music ecosystem. We are delighted to deepen our long-standing strategic partnership with NetEase Cloud Music. Its distinctive music community and deep insight into young Chinese audiences create a special space for artists and fans. We look forward to bringing our rich catalog and world-class artists to more Chinese listeners, exploring innovative ways of engagement, and building stronger cultural connections through music.”

**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. NCM is also the leading original music platform in China, hosting more than 1.25 million independent musicians. NCM has built a large-scale, robust and rapidly growing business to provide community-centric online music services to its users. NCM empowers 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 Sony Music Entertainment**
Sony Music Entertainment is a global record label home to many renowned labels including RCA Records, Columbia Records and Epic Records. Committed to cross-border exchange of musical art, Sony Music Group introduces outstanding global pop music to the Chinese market while actively bringing Chinese-language music to the world stage, as well as discovering and developing original artists and music works across mainland China.