



## **Chinese Music Streaming Platform NetEase Cloud Music Signs Copyright License Agreement with Loen Entertainment**

HANGZHOU, China, Oct. 9, 2018 /PRNewswire/ -- NetEase Cloud Music, the popular Chinese music streaming platform owned by leading Chinese internet company NetEase, Inc., announced the signing of a copyright licensing partnership with Loen Entertainment, one of the largest entertainment firms in South Korea. With the signing, NetEase Cloud Music has been granted the license to the copyright of the firm's music catalog, including a large collection of music as well as sought-after albums and tracks from popular performers, including IU, Apink, CNBLUE, GFriend, AOA and THE BOYZ.

Loen Entertainment boasts a variety of music genres, covering the gamut from dance music, hip hop and R&B to folk, ballads, TV theme songs and electronic music. The collection will now become available on NetEase Cloud Music, including Palette and CHAT-SHIRE by IU, Miracle and ONE & SIX by Apink, 7°CN and BLUEMING by CNBLUE, Sunny Summer and Time For The Moon Night by GFriend, BINGLE BANGLE and ANGEL'S KNOCK by AOA, as well as THE START and THE SPHERE by THE BOYZ.

In addition, NetEase Cloud Music has been granted the license to the copyright of popular albums including Post It by Loco, Gashina by Sun Mi, WHAT IF by FTISLAND, CAN YOU FEEL IT? by HIGHLIGHT, YOU MAKE MY DAY by SEVENTEEN and REMEMBER ME by OH MY GIRL, as well as the theme songs from popular TV series, including Entertainer; That Winter, the Wind Blows; She Was Pretty; A Girl Who Sees Smells; The Greatest Love and Lucky Romance.

Several Loen Entertainment artists have new material that they are about to release: IU's new single BBI BBI will become available on NetEase Cloud Music starting from October 10. Apink member Jeong Eun ji and FTISLAND member Hong-ki Lee are each laying down the tracks for their new albums. Following her previous album released 16 months ago, Jeong Eun ji's soon-to-be-released album includes a total number of 8 songs, and she composed the lyrics and melodies of 7 songs. The album with a full-on level of engagement from the female performer will be available starting from October 17. FTISLAND member Hong-ki Lee will release his new album on October 18, with NetEase Cloud Music making it available on the platform the same day. His previous effort dates back more than three years.

Launched in 2013, NetEase Cloud Music is China's largest user-generated content (UGC) platform for music and the most active music community. As of the end of 2017, the platform had more than 400 million users. As a leading Chinese music distribution platform, it boasts around 80% of utilization rate of its music library, well above the industry average.

Since the beginning of the year, NetEase Cloud Music has signed agreements becoming the partner for several record and entertainment companies, including HIM International Music Inc, B2 Music, YUEHUA Entertainment, KING RECORDS, Big Hit Entertainment, and NBCUniversal Entertainment Japan.

Loen Entertainment believes the cooperation with NetEase Cloud Music will obtain good results.

SOURCE NetEase Cloud Music