Epidemic Sound



Group AB

Annual Report 2024

Epidemic Sound

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Message from our *CEO*

Yo!

If the adage "Time flies when you're having fun" holds true, then 2024 has been nothing short of exhilarating for Epidemic Sound. Intrigued? If you need more motivation to read on then know that, in the five minutes it should take you to read this foreword, Epidemic Sound's music will have been heard millions of times globally. To find out just how many, read on.

Since 2009, Epidemic Sound has grown from an ambitious idea into a global powerhouse, the leading soundtracking platform, with a mission to soundtrack the world. In 2024, we delivered on this mission more profoundly than ever. With 3 billion daily views of videos featuring our music on YouTube and TikTok alone, this year has manifested the magic of what we have defined as the Epidemic Effect.

Uniquely we operate at the intersection of the creator economy and the music industry, soundtracking the content of professional creators and all sizes of brands while powering the careers of artists and music producers. As the ultimate soundtracking partner, we harness the power of music, sound, technology, and creative vision in a symbiotic relationship that amplifies both creators and artists. Our unprecedented distribution power drives global visibility and sustained growth for our artists while revolutionizing how audiences discover, consume, and connect with music on a massive scale. This year we've seen our tracks gain more viral moments than before, a proof that the Epidemic effect is working.

When our tracks are used in videos, they reach vast audiences who seek out the music, Shazam the tracks, and find them on music streaming platforms, creating exponential reach that drives real impact. Throughout 2024 we've witnessed this effect with more power, more frequency, and more impact than ever before. We've seen organic viral moments such as Victor Lundberg and Gamma Skies track 'Seasons of Love' which gathered more than 30 million views in just two months after featuring in I'm Turning Into A Vampire by MSA (over 22.7 million subscribers). Our aim is to continue to forecast, identify and harness these viral moments with even more accuracy and impact.

Quality runs through our core. And in 2024 we've continued to enhance that through our music, our sounds and our products. Here's how.

Starting with music, a major highlight of this year has been the incredible partnerships with renowned musicians such as the legendary guitarist Johnny Marr, founding member of The Smiths, techno pioneer Richie Hawtin, and Grammy-nominated recording artist Jordin Sparks. These partnerships not only enrich our music catalog but also offer unique mentorship opportunities for emerging artistic talent and provide creators with an ever more rich and diverse choice of music to inspire them.

Music is just part of the art of soundtracking. The skill of sound design is something to be marvelled at. It enhances a story in the way that you instinctively know is right, just as your senses will scream at you when it's



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