

Services for Music Creators through SoundOn

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1. Introduction

We provide a wide range of music services to users. This article outlines our efforts to provide services for music creators through “SoundOn,” namely, an all-in-one platform for music promotion and distribution provided by the short-movie platform TikTok, which began offering a beta version of SoundOn in Japan in January 2024 and officially launched it in September 2024.

2. What is SoundOn?

SoundOn was launched under the aim of supporting artists in three ways: expanding their fan base, building their careers, and delivering their music to the world. Powered by TikTok, SoundOn connects users—directly through TikTok—to a global community of over one-billion people every month. It also enables easy-to-use analysis of SoundOn data and allows artists to manage their own music under fair licensing terms. Since being launched as an international service in 2021, SoundOn has supported many artists around the world through distributing, promoting, and building their careers on TikTok and other platforms in a manner that helps them receive revenue quickly and easily.

One feature of SoundOn is its affinity with TikTok. In the process of being distributed on various distribution services, songs that pass through SoundOn are also released on TikTok. Once on TikTok, those songs are delivered to a wide range of music fans via a unique recommendation system that offers songs as “recommended songs” (even to TikTok users who were not previously aware of the artist). This recommendation process leads

to recognition of songs and the acquisition of more fans.

The resulting growing fan base is not limited to domestic markets; that is, thanks to the power of the TikTok community, it also extends to music fans in overseas markets. In consideration of the fact that Japanese music is popular around the world, especially in Asia, TikTok has become an indispensable and powerful promotional tool that enables music creators to increase awareness and recognition of their music among TikTok users around the world (Figure 1).

3. Mechanism of eco system for returning royalties by SoundOn

Through SoundOn, music creators can distribute their music to music-distribution services worldwide. If the music of one of those music creator is used by a music-distribution service, the music creator will receive royalties from the music-distribution service in proportion to the use of the music (as shown by the red arrows and red lines in Figure 2).

If the music shared with each music-distribution service is entrusted to a copyright-management organization, that organization collects royalties and distributes them to the music creators via the existing network of copyright-management organizations. Note that royalties are collected not only in the digital domain but also in the use cases of broadcasting and reproduction (as shown by the blue arrows and blue frame in Figure 2).

Moreover, when SoundOn confirms that the copyright of

■ Figure 1

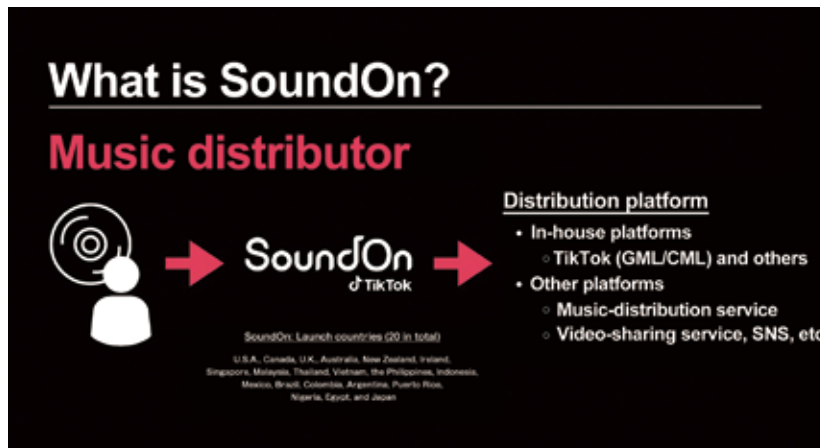
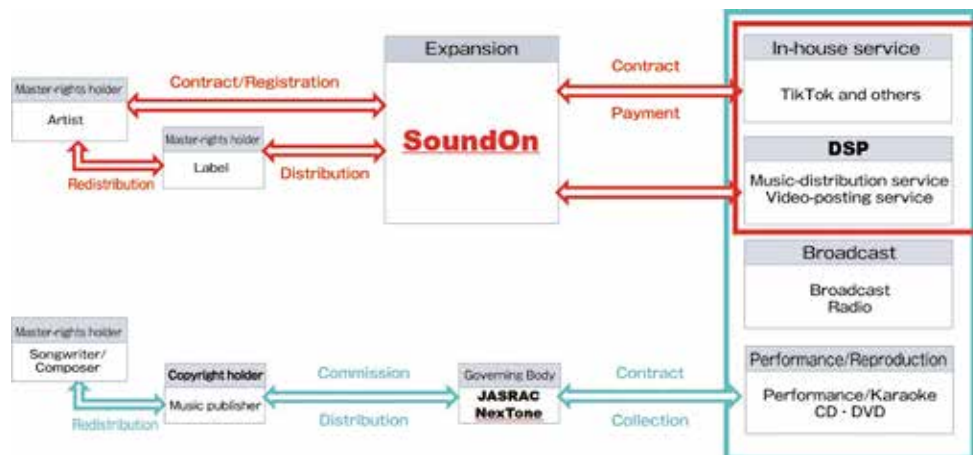


Figure 2



a song registered on SoundOn is not controlled by a copyright-management organization, while aiming to maximize profits for music creators, it introduces music publishers and copyright-management organizations (JASRAC, NexTone, etc.) to the music creator of the song in question. In particular, while explaining copyright and master-recording rights to music creators, SoundOn strives to enable music creators to monetize their own rights by creating an environment and mechanism that allow them to fit into the existing rights framework.

4. Measures for video creators

A unique promotional mechanism that appoints video creators related to the music distributed by SoundOn is introduced as follows (Figure 3). By soliciting submissions of high-quality videos from video creators, the “Collaboration with TikTok creators” campaign aims to encourage more people to view the songs and videos, which will thereby be used not only on TikTok but also widely by music services, broadcasters, and karaoke platforms. For this campaign, we have implemented a mechanism that allows video creators who post high-quality videos to receive royalties

from a fund (set aside for the song in question) in proportion to the number of views on TikTok. This mechanism will boost the use of music on TikTok, attract high-quality videos, and create a major trend on TikTok. The same trend, namely, collaboration with TikTok creators, is also influencing music-distribution services, and it will lead to further use of SoundOn-created content for services like karaoke, broadcasting, and live performances. Expanding these uses of SoundOn—by fully utilizing the existing mechanism for collecting royalties described in Section 3—will ultimately help artists and creators to earn the income that forms the basis of their livelihoods and creative activities.

5. Conclusion

As described above, being more than just a music-distribution service, SoundOn is a service that supports the growth of music creators by fully utilizing its affinity with TikTok. We strive to ensure that the music distributed through SoundOn can contribute to the creation of new culture, music, and content by connecting with the economic sphere surrounding TikTok and existing music businesses.

Figure 3

