

TikTok Announces Deal With UnitedMasters



TikTok, the popular video app, announces a deal with UnitedMasters the independent music distribution platform. The transaction makes UnitedMasters the first company of its kind to be integrated into TikTok. The partnership between TikTok and UnitedMasters will allow users to distribute music directly to other music-streaming platforms. TikTok will take all music from its creators and add it to their commercial library with the permission of the artists thereby giving businesses access to new sounds to use in their content. The two companies will work together to promote key artists on the platform.Â

TikTok is growing as a place for new music and viral hits from unknown artists. Curtis Waters, Curtis Roach, Tai Verdes, Breland, Avenue Beat and BMW Kennyppococaine are some of the artists to preview music on the app. Other emerging artists like Shuba, Blu DeTiger and Kid Sistr use TikTok for creative live performances. Steve Stoute, founder and CEO of UnitedMasters explained in a statement how this partnership will benefit artists:Â

“If you are a musical artist, TikTok is the best place for your music to go viral and UnitedMasters is the best place to sustain it while retaining full ownership of your work. s By combining the two, we create the platform for tomorrow’s stars who will be famous, fiercely independent and wealthy.”

Ole Obermann, Global Head of Music at TikTok also said, “TikTok artists who are creating music in their bedrooms today will be featured in the Billboard charts tomorrow. Our mission is to help those artists achieve their creative potential and

success. This partnership with UnitedMasters gives us a turn-key solution to help artists who are born on TikTok to reach their fans on every music service.”

The company recently announced a [\\$1 billion TikTok Creator Fund](#) to help support ambitious creators looking to make a livelihood through their innovative content. TikTok has become the go-to staging ground that has helped previously little known or undiscovered artists like Lil Nas X, Ambjaay, StaySolidRocky, Powfu, BENEE, Y2K, bbno\$, and many others find mainstream fame and dominate the charts.Â

Media Questions Of The Week



Is [Steve Stoute](#) right that if Drake goes independent the music industry will die?



Will the United States Postal service approve a stamp with [Florence Ballard](#) of The Supremes on it?Â



Who else will be on Jermaine Dupri’s [“We Are The World”](#)-inspired song along with Miguel, Ne-Yo, Kelly Rowland and Gary Clark Jr. ?Â

Steve Stoute's UnitedMasters Launches Program To Give Artists Full Royalties



Steve Stoute's UnitedMasters platform for independent artists is launching its Select program for iPhone and Android. The new subscription service offers artists tools to be successful and 100 percent royalties. Artists who use the platform can choose between a 90/10 royalty split or a \$5 a month subscription. UnitedMasters artists can distribute their music to streaming platforms from their phones, see analytics and use promotional tools while owning their masters. Select artists can choose perks like having their music featured on the ESPN platforms including The Jump, First Take, SportsCenter and more. Founder and CEO Steve Stoute explains,

"Disruption and democratization are in our DNA. We're tearing down the construct of 'gatekeepers' and putting independent artists in front of the biggest brands, allowing them to choose the terms of their deal, and maintain 100% ownership of their careers – all from their phone."

Artists who choose the Select option for \$5 a month will gain access to:

- Exclusive brand deals with the world's top brands including the ESPN, the NBA, Cash App, Apple and more
- Unlimited distribution to all major streaming platforms including Instagram and TikTok
- Music distribution straight from iMessage, Dropbox, and

iCloud

- Express distribution in 10 days or less
- Keep 100% of streaming royalties
- Promotional tools such as smart links and an artist website
- Straight forward streaming, social, and fan analytics
- Transparent monthly revenue statements and direct payment via PayPal and more

There will be a Select Conference on July 16th and 17th with members from the sports, tech and music worlds to discuss the intersection of culture and music. Instagram and YouTube executives will be among the participants. So far the platform has launched careers of young rappers NLE Choppa and Lil Tecca.Â



Steve Stoute On The Cool Of James Bond

[vimeo]28972495[/vimeo]

The Life Files had a sit down talk with music executive Steve Stoute about his meeting with Sir Roger Moore and how the swaggalicious nature of hip-hop transcends cultures. The conversation between Stoute and Moore is documented in his new book *The Tanning Of America* which is about the way popular culture specifically, hip-hop reinvigorated The American Dream with its cross-cultural shared values.