

EMI GROUP LIMITED Launches the EMI App, Creating a New Model for Global Music Promotion and Value Creation



London, United Kingdom Aug 13, 2025 ([Issuewire.com](https://www.issuewire.com)) - EMI GROUP LIMITED has officially launched the EMI App, a new digital platform. Leveraging innovative mechanisms and global resources, the platform aims to reshape music distribution and build an open, connected, and sustainable digital music ecosystem for creators, listeners, and industry partners. Leveraging the international influence of its parent company, Universal Music Group, the EMI App deeply integrates music promotion and commercial value, propelling the global music industry into a new era.

Since its founding in 1928, EMI Group Limited has been a vital driving force in global music culture. From traditional records to digital music, EMI has not only witnessed the industry's transformation but has also repeatedly set trends. Today, through the EMI App, EMI connects the entire process from creation, promotion, to monetization, injecting new momentum into the global music industry.

Global content resources connect creation and the market

The EMI App aggregates premium resources from international record giants like Universal Music Group, Sony Music Entertainment, and Warner Music Group, and integrates content from leading labels like Columbia, Virgin, A&M, and Rose. Leveraging this global network, the platform boasts a vast library of high-quality music, allowing musicians to directly access the international market and providing users with a diverse listening experience.

A task-driven mechanism activates universal participation

The platform adopts a "task-driven + revenue sharing" model. Music companies and producers can publish promotional tasks, and users worldwide can participate through playback, sharing, and interaction, earning revenue proportional to their contributions. This mechanism breaks through the bottleneck of traditional promotion, organically combining "appreciation" with "value creation," empowering both creators and users.

Technology-Enabled Precision Promotion

The EMI App continues to upgrade its technology, applying AI-powered recommendations, user behavior analysis, and quantitative performance evaluation to ensure music reaches its target audience and optimize revenue distribution. Furthermore, the platform is exploring cutting-edge areas such as Web3, NFTs, and music asset ownership, promoting the diversified value expression of digital music assets.

A multi-faceted mission: building an interconnected and symbiotic music ecosystem

The EMI App's mission is not only to create an efficient music promotion platform, but also to connect global creators, listeners, and industry partners. The platform opens a channel for musicians to enter the international market, allowing their works to continue to spread and realize their value among diverse audiences. It provides users with an experience from appreciation to participation, allowing them to contribute to the spread of music and share in the rewards through interaction. Furthermore, it promotes industry structure optimization through technological and model innovation, accelerating the interconnection and symbiosis of the global music ecosystem.

Future Outlook

Against the backdrop of the deep integration of the digital economy and the cultural and creative industries, the EMI App is not only a key manifestation of EMI Group's innovative transformation, but also a key milestone in the music industry's evolution towards a "platform + participation + value" model. The platform will continue to expand its partnerships, enhance its technical capabilities, and optimize the user experience, creating a shared platform with both cultural significance and commercial power for musicians, users, and industry partners worldwide, and leading the industry forward with unwavering determination.

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