

**EMI MUSIC PUBLISHING TO INCREASE DIGITAL REVENUES  
WITH HUGE ENTERTAINMENT**  
– *Music industry giant and digital entertainment specialist join  
forces to create new interactive content services –*

EMI Music Publishing ([www.emimusicpub.com](http://www.emimusicpub.com)) has selected digital entertainment specialist HUGE Entertainment ([www.hugeentertainment.co.uk](http://www.hugeentertainment.co.uk)) to help develop innovative and revenue-generating services using its songs and lyrics and delivered via digital platforms. HUGE's newly-launched 'joint venture' style business model will see the company establish a long-term partnership with the UK's most creative music publisher.

Part of the EMI Group, EMI Music Publishing owns the copyright on more than one million songs, and has contracts with many of the best songwriters working today including Amy Winehouse, Arctic Monkeys, Kanye West and Take That. A significant part of its business involves generating revenue from this intellectual property through licensing its use in advertisements, films and television programmes. The joint venture style partnership with HUGE Entertainment will enable it to expand its income streams through maximising the potential offered by digital platforms such as online, mobile and digital television.

HUGE Entertainment specialises in building digital entertainment services and businesses around brands. It uses its industry expertise and contacts to facilitate bespoke deals between content owners, producers, digital platforms and advertisers. This enables organisations to take advantage of the significant changes in consumer behaviour brought about by the mass adoption of digital services to create their own income-generating digital offerings.

Jonathan Channon, EVP, Media & Business Development at EMI Music Publishing UK explains: "The digital landscape provides an infinite number of new possibilities to earn extra revenue and extend the reach of the EMI brand. But to do this we recognised the need to combine our music industry knowledge with the specific expertise of a specialist player in the digital entertainment arena. HUGE Entertainment's unique offering fitted our criteria and the company is proving itself to be an excellent 'fit' with our culture. As such it has become our 'digital innovations unit' – an integral part of the business".

Mark Bradford, co-founder and executive director at HUGE Entertainment, comments: "As CD sales continue to decline, it is tempting to be pessimistic about the music industry and regard 'digital disruption' as a threat to its future. However, because of its creative culture, EMI Music Publishing has recognised that digital channels enable it to extend its

distribution networks and therefore offer an opportunity to introduce new services that provide additional revenue streams.”

Channon concludes: “The new digital entertainment services created by the synergy between EMI Music Publishing and HUGE Entertainment are also good news for brands and consumers. They will be able to enjoy an increasing number of music-based offerings, and choose whether they want to access them on their mobile phone, their computer or via television.”

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## Notes to editors

### About HUGE Entertainment:

HUGE Entertainment helps companies and brands find new and profitable ways of connecting with their audiences, using digital entertainment. The company specialises in building digital entertainment and services around brands.

The company delivers successful marketing projects for its clients, across a wide range of digital platforms – from mobile to TV video-on-demand. HUGE Entertainment brokers bespoke relationships between partners, including producers, advertisers and content owners, to help clients grow their businesses and brands. Established in October 2006, HUGE Entertainment is one of nine businesses that form part of the Engine Group.

### About EMI Music Publishing:

EMI Music Publishing is the world’s most creative music publisher with more than one million copyrights including some of the best known songs ever written, including “New York New York”, “You’ve Got A Friend”, “Lady Marmalade”, “Always On My Mind”, “Three Times A Lady”, “I Heard It Through The Grapevine” and “Singin’ In the Rain”. Its current hit-making writers and producers include Arctic Monkeys, Natasha Bedingfield, James Blunt, Cathy Dennis, Gorillaz, Calvin Harris and My Chemical Romance.

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