

Sony Music Immersive Tech Day 2024



SONY MUSIC



Sony
Immersive
Music Studios



SONY MUSIC

LEADING THE WAY IN NEXT-GENERATION IMMERSIVE TECHNOLOGIES FOR ARTISTS

At Sony Music, we're helping our artists expand their avenues for creativity, and reach more fans, by providing access to cutting-edge technologies and partners that enable them to push the boundaries of how and where audiences can experience their work.

Increasingly, that means developing integrations for music within gaming and immersive entertainment. That's where Gen Z and Gen Alpha fans in particular are spending more and more time—so we're proud to partner with our talent to innovate and meet consumers where they are.

Technology Leadership

Through our Sony Immersive Music Studios (Sony IMS) division, we've built dedicated in-house skills to maximize opportunities for our artists in next-generation entertainment. Sony IMS collaborates with Sony Music labels and talent, as well as technology leaders and startups at the intersection of music and gaming to create all-new music experiences for the latest platforms.

World-class Collaborations

We are advancing music innovation through our expertise and relationships with industry leaders such as Epic Games and Roblox, along with cutting-edge startups like Move AI. By utilizing state-of-the-art creator tools and platforms, we support artists in achieving their vision and exploring new commercial opportunities.

Wider Sony Partnerships

Offering our talent unique access to the Sony Group companies is core to the value we provide. In immersive entertainment, we help them access Sony cameras for content creation and build worlds for videos and games with Pixomondo's virtual production tools. We also explore new horizons with Sony Interactive Entertainment to blend music and gaming and get more music into games.

Creation At Music Speed

Because of our unique capabilities, we're able to assist Sony Music artists in working at a speed, scale, and cost-efficiency not historically available in development for areas like games, avatars, performance capture and virtual production. This means that we can help our talent create high-quality assets for music videos and gaming platforms in as little as a matter of weeks.

Ongoing Innovation

In gaming, our artists have led many of the industry's most impactful music activations, including Travis Scott and The Kid Laroi in Fortnite, and Lil Nas X and Zara Larsson in Roblox. We're setting innovation standards with projects like the Webby Award-winning virtual performance from Epic Record's Madison Beer, and Columbia Records artist Iniko's simultaneous music video and Fortnite game using Sony and Epic Games technology.

We believe there's significant growth potential in these opportunities, and through our ongoing development efforts across this space, we're leading the way in establishing effective and repeatable models to connect artists with a new generation of fans.



Myles Smith x Fortnite

Driving New Opportunities In Virtual Performance

Chart-topping, British singer-songwriter Myles Smith is bringing his music to gaming fans globally with an exclusive new performance created in Fortnite, which he has developed in partnership with Sony Music and RCA UK.

The virtual event premieres on October 25 at 6 PM BT/1 PM ET/10 AM PT and will feature an avatar of Myles performing three tracks within the world of the game – including the smash hit “Stargazing” – on a special island that’s been created to reflect his singular artistic vision for the experience. “Wait For You” and his latest release “Whisper” will also be performed as fans go on an interactive adventure through a variety of immersive environments designed directly in relation to the songs.

Produced by Sony IMS, the Myles Smith Concert created in Fortnite showcases how artists can explore their imagination and expand their creativity in immersive virtual spaces.

The performance includes an array of environments, visual effects and interactivity tailored to Myles’s specifications. Each song is represented with its own unique aesthetic and encourages players to collaborate throughout the journey.

Sony Music’s focus in working with game engine technology, virtual character creation tools, and motion capture technology—including the latest creator tools from Epic Games—is key to this approach.

Sony IMS developed the innovative performance using Epic Game’s Unreal Editor for Fortnite (UEFN) — a solution for creating and publishing third party experiences directly to Fortnite, across every platform it supports, including Playstation 4 and 5, Xbox One, and Nintendo Switch.

A custom avatar of Myles Smith has been developed by Sony IMS for the performance using Epic Games’ new MetaHuman technology for UEFN, which powers realistic digital human character creation with advanced facial animations.

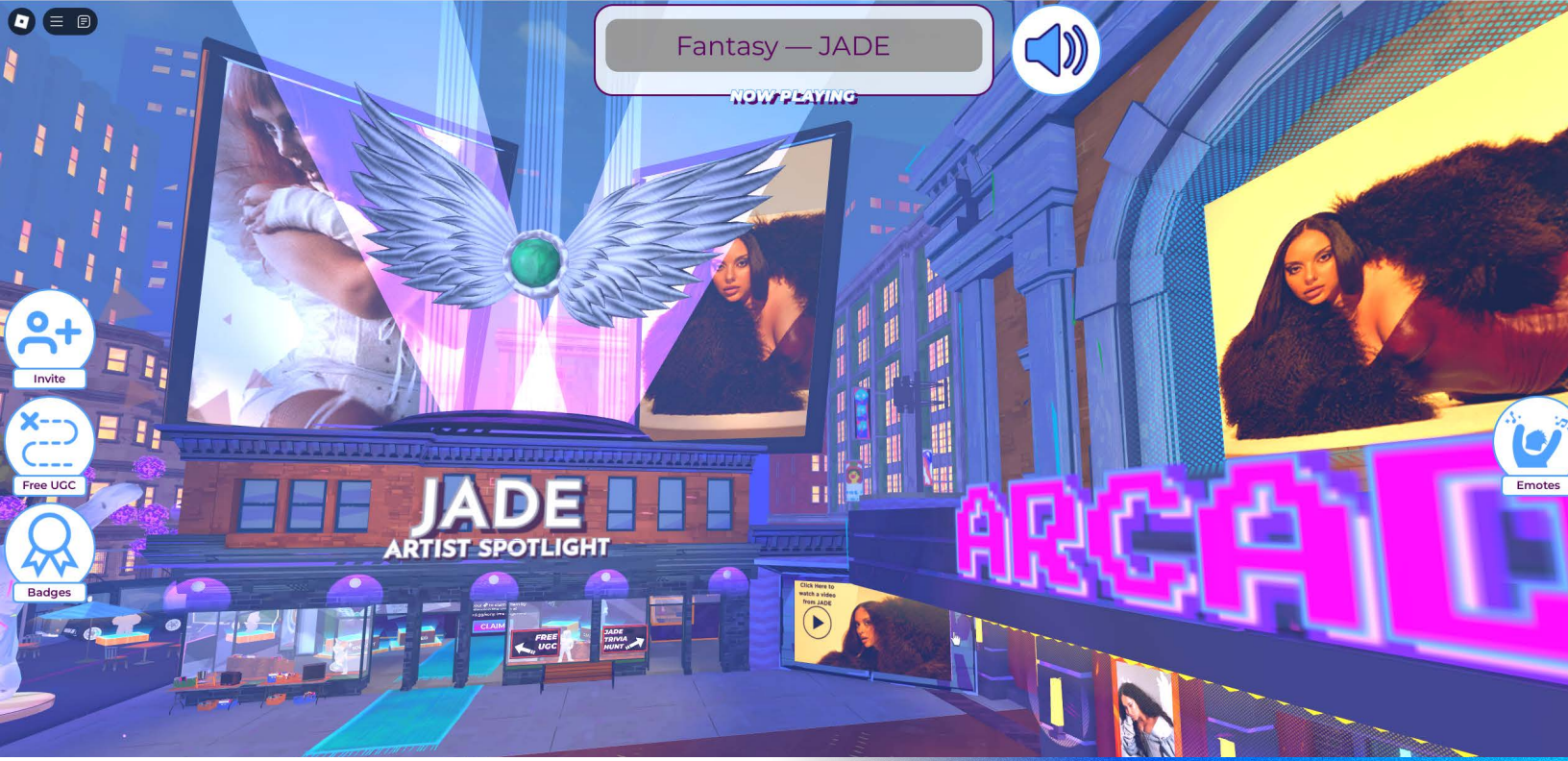
Myles Smith’s avatar movements are being incorporated using motion capture technology from Sony Music’s partnership with UK-based Move AI. This technology captures human motion for virtual environments without the need for traditional spherical markers or special camera equipment. Myles recorded his performance using only a headset and Sony cameras.

Follow Myles Smith @mylessmithuk Instagram | TikTok | Facebook

**Innovative
In-Game
Performance**

•
**Reflects Artist's
Vision**

•
**Epic Games,
Move AI
Tech Used**



JADE x Roblox

More Artists Growing Fandom With Verch

RCA UK pop star JADE is demonstrating the growing opportunities for artists to use gaming platforms as channels for expanded creative expression and fan connection that go beyond performance through an innovative new verch initiative on Roblox.

In support of her latest singles, “Fantasy” and “Angel of My Dreams,” she recently introduced four new free limited-edition collectible UGC items on the platform via AVNU: Where Music Meets – our music-centric destination for Roblox created by Sony IMS that’s centered around music-related gameplay, challenges, and virtual goods collecting.

It’s all part of a pioneering strategy we’ve developed that’s enabling a growing number of Sony Music artists to drive discovery and fan engagement across multiple platforms and increase awareness for their new releases. Under the initiative, fans can redeem offers for special artist-themed Roblox items by completing challenges within AVNU and following the artist on designated streaming platforms.

With JADE, fans selected between specially designed virtual angel wings, text aura, backpack, and arm warmers while supplies lasted. To earn one the exclusive pieces, Roblox players were required to first successfully “perform” JADE’s single in AVNU’s night club rhythm game. That unlocked a Discord link to follow JADE on one of four DSPs, pre-save the song and connect their Roblox account for redemption.

Additional Artist Projects in Roblox

In recent months, we’ve launched successful activations with this approach for over a half dozen artists including Epic Records singer-songwriter Mimi Webb, Free Flight Records singer-songwriter Ben Goldsmith, Arista Records DJ Duo ALÉTGO, Sony Music Latin’s Boza, and more.

You can play AVNU: Where Music Meets here -
RobloxGo | AVNU: Where Music Meets

- **Pioneering Strategy**
- **Exclusive Artist UGC Offers**
22 million views
- **Expanding Creativity Expression**



Farruko x Nitewave

Latest Artist UEFN Showcase, More Coming Soon

Sony Music Latin recording artist Farruko is highlighting how music and his CVRBON VRMOR music video series can be a core part of the play experience within games via a new limited-time takeover of Nitewave, our custom music-themed island created in Fortnite.

Nitewave is a mix of a capture-the-flag and king-of-the-hill game where players compete to control a soundtrack of songs from Sony Music artists. Developed by Sony IMS, it's one of the leading-edge examples of music-themed third-party islands built using Epic Games' UEFN creator tools—allowing our artists to authentically engage with Fortnite's massive audience.

In the latest special event launched Monday, October 21, Farruko's music is serving as the soundtrack for the entire Nitewave game and features eight songs from his catalog. Players are part of teams assigned a playlist of select tracks, and they compete to have their songs accompany the action on screen. Additionally, Farruko-themed branding appears within the island such as his avatar, custom assets and weapon wraps.

This is another example of how we can quickly create recurring opportunities for Sony Music artists to reach growing Fortnite audiences by using Sony IMS expertise to create customizable promotions within our persistent presence in the game.

Additional Artist Projects in Nitewave

We also recently teamed up with Ultra Records to create a limited-time Chet Porter vs VOLT VISION faceoff in Nitewave showcasing the music from two artists in one event. As part of the takeover, each artist had a dedicated playlist, with Team Chet Porter and Team VOLT VISION vying to have the soundtrack of their artist playing the most.

And coming soon to Nitewave is a special takeover of the island created in Fortnite by RCA Records superstar Doja Cat for a unique showcase of her groundbreaking music. In celebration of the 5th anniversary of 'Hot Pink,' the game play will pay homage to both eras of her iconic albums, 'Hot Pink' and 'Scarlet'. Stay tuned for more details.

You can play Nitewave here: <https://www.fortnite.com/@sony-ims/7465-1529-2308>

**Island Created
in Fortnite**

•
**Special Artist
Takeover Events**

•
**Music Core To
Gameplay**

Songwhip



Fansifter

Boosting Promotion, Commerce, and Fan Insights for Artists

Today's fans are spread out more than ever across a growing array of services for streaming, social, gaming and more. This expanding digital entertainment universe also means there's an unprecedented amount of data about what fans love, and new opportunities to give them exactly what they want.

We want to equip our artists with the resources they need to understand that information, plan their promotional efforts, and ultimately connect more deeply with their audiences.

That's why we've invested in innovative new tools and solutions offering Sony Music talent valuable touchpoints and insights into their audiences, enabling them to tailor successful strategies for reaching fans globally wherever they're at. This includes:

- **Songwhip:** Songwhip is our in-house tool for helping Sony Music artists quickly generate websites and robust link-in-bio solutions that can centralize their content marketing online and invite fans to engage with their pages. Songwhip makes a number of aspects of reaching audiences easier. SME talent have one convenient place for universal links to songs, albums, artists, social media and more. Fans can more conveniently follow what their favorite creators are doing. And artists gain greater insights about how fans are discovering their content.
- **Fansifter:** Fansifter is a Sony Music solution supporting our artists and their teams in making it easy to use data and insights to understand and create strategies for reaching their entire audience—from casual fans to superfans. It's part-of our broader effort to partner with our talent to ensure we're delivering fans at level of engagement with unique experiences accordingly aligned with their interests.

Songwhip Simplifies Content Marketing



Fansifter Helps Understand Fans



Deeper Audience Connections

About Our Speakers



Dennis Kooker – President Global Digital Business and U.S. Sales Sony Music Entertainment

Dennis Kooker leads Sony Music's digital business strategy and activities worldwide, working closely with the company's key global commercial and digital partners and its internal labels and divisions around the world to develop new revenue streams and grow Sony Music's business across all digital and physical platforms. As part of his responsibilities, he oversees Sony Music's Digital Business Development, Digital Strategy & Investment and Data & Analytics initiatives globally; its Commercial and Distribution strategy and operations in the U.S; and its Podcast commercial strategy and operations worldwide. He also represents Sony Music on the boards of a number of companies operating in the digital space.



Brad Spahr – Senior Vice President/General Manager, Sony Immersive Music Studios

Brad Spahr is SVP and General Manager of Sony Immersive Music Studios, focused on developing immersive music experiences that empower artist creativity through technology. He has produced many artist collaborations in the immersive space, including the groundbreaking Madison Beer Immersive Reality Concert and the Iniko 'Jericho' music video, the first music project shot on Sony's virtual production facility in Culver City, CA. His career spans over 20 years in digital media with a focus on digital product strategy, business development and new venture incubation across music, film/television and gaming industries. He most recently led the emerging technology group at Sony Music and oversaw their involvement in the Techstars Music Accelerator, and was an early adopter of real-time 3D software in the music industry. He previously served in digital development roles for HTC, Warner Bros. Pictures and Sony Pictures.



Negla Abdela – Managing Director, Ministry of Sound

Negla is Managing Director at Ministry of Sound. Negla is responsible for managing the marketing and digital teams, working across the label's diverse roster to deliver multi-platinum selling single and album campaigns. Negla has played a central role in the label's enduring success since joining in 2015 and has helped to drive exponential growth, increasing market share across every measure year-on-year. The label has achieved a string of multi-platinum hits from artists including Casso, Paul Woolford, Doja Cat and Tate McRae as well as successfully spearheading global campaigns for domestic talent such as Regard, London Grammar and Sigala. Negla sits on Sony Music UK's Social Justice Fund steering committee and is the Co-Executive Sponsor for Sony Music's internal Diversity committee HUE (Helping Unite Everyone).



Stacey Tang – Co-President, RCA UK

Stacey, recognised as the fifth most influential woman on BBC's Women in Music list, is widely regarded for her global marketing expertise. As Co-President of RCA UK, Stacey has been responsible for successfully spearheading campaigns for domestic artists, including Myles Smith, Jade, Cat Burns, Little Mix and Bring Me The Horizon, while achieving international success with Miley Cyrus, Mimi Webb, Lil Nas X, Beyoncé, SZA and P!NK. She is a Sony Social Justice Fund board member and a member of ESEA Music.



Marco Alves - Research Lead, Move.ai

Marco Alves is the Research Lead at Move.ai, where he drives the development of cutting-edge motion capture technology. He holds a PhD in Mechanical Engineering, specializing in computational mechanics and computer vision. With a unique blend of expertise in modeling dynamic and stochastic systems and a deep understanding of computer vision, Marco has been instrumental in advancing innovation at Move.ai. His contributions have enabled the seamless integration of the company's technology across diverse applications across multiple industries. Committed to bridging the gap between research and practical implementation, Marco is dedicated to delivering solutions that redefine the possibilities in digital motion analysis.

About Our Speakers cont.



Adam Cardew – 4th Floor Creative

Adam joined Sony Music UK in 2016 and has since worked across Digital and Creative Strategy for 4th Floor Creative, the central strategic and creative hub for Sony's UK record labels. During this time, he has supported innovative digital activations including Lovie, Clio and Drum award-winning projects with Columbia Records, such as the world-first Interactive Instagram Video for Mark Ronson's 'Pieces of Us' and George Ezra's Roblox Concert, and, for RCA, the first streaming-influenced merchandise collection in collaboration with Bring Me The Horizon. During his time at Sony Music, he has also overseen and amplified the growth of Podcasting and Creator Marketing, and worked on the BRITs Digital Committee during 2017-2019.



Shelby Cox – Vice President of Global Partner Marketing for Sony Interactive Entertainment

Shelby has spent over 25+ years in gaming holding marketing, licensing, and business development positions at SEGA, Take-Two Interactive, Google ATAP/Motorola Mobility and Electronic Arts before coming to Sony Interactive Entertainment in 2013. Over the last 11 years Shelby has worked with thousands of Publishers and Developers across the world helping them market their games across the PlayStation and Sony ecosystems. Leading teams in the US, Europe, and Asia, her focus is on building best-in-class marketing support and services for the 5K+ active partners making games for the PlayStation platform. Shelby's team also acts as a bridge between many of the Sony Group Companies and PlayStation's Publisher and Developer community for a variety of cross promotional opportunities across Film, TV, Music, and Animation



Jacob Fowler – Chief Product Officer
Sony Music Entertainment

Since 2022, Fowler has served as the Chief Product Officer of Sony Music Entertainment, focusing on building out products from supply chain to fan engagement across the major business units ranging from the Frontline Labels to The Orchard to AWAL. Prior to that, he was the Chief Technology Officer of The Orchard, overseeing all technology strategy for the company and helping lead a range of key initiatives including the launch of The Orchard's OrchardGo mobile app. He also held roles as Senior Vice President of Product & Engineering at The Orchard where he helped lead a number of key product launches and acquisition integrations. He joined The Orchard as a Product Manager within the technology group in 2016. A graduate of the University of Michigan, he began his product career with the education tech company 2U. Fowler was also named to Billboard's 2022 "40 Under 40" list.



Rachel Stones – Creative Partnerships Director
Epic Games

Rachel Stones is Creative Partnerships Director at Epic Games, where she works closely with brands as they explore the breadth and diversity of opportunities of the Fortnite Ecosystem. Prior to Epic Games, Rachel was Head of Brand Partnerships at renowned creative Studio The Mill, where she led the team that enabled brands to leverage and capitalise on the benefits of new technologies, namely Realtime. A passionate expert in her field with a depth of experience to match, she is at the forefront of how new technology is changing the face of how brands interact with consumers.