

**Reach announcement\***

**Blackbird plc (the “Company”)**

**elevate.io partners with Epidemic Sound to bring music to its collaborative video creation platform**

***elevate.io continues its strategy of rapid platform iteration, focussing on global leading partners like Epidemic Sound to deliver ultimate creative experience to the Creator Community.***

**7 January 2026, London** - Blackbird plc (AIM:BIRD), the developer of the browser-based collaborative video editor elevate.io, today announces a partnership with Epidemic Sound, the leading music licensing platform for creators and brands.

This partnership will mean Epidemic Sound’s expansive music catalogue will be integrated directly into elevate.io, the Company’s online collaborative video editing platform, before the end of the first quarter of 2026. This integration will give elevate.io users instant access to Epidemic Sound’s world-class catalogue of music and sound effects within the platform’s editor, making it easier than ever to create polished, professional content and removing the stress of copyright worries or additional royalties.

Creator-first company Epidemic Sound provides high-quality, royalty-free music and sound effects for creators, brands and media companies. By owning all the rights to its catalogue, it makes music licensing simple, safe and worry-free. Its surging popularity generates over 3 billion views per day from videos which include Epidemic Sound’s music.

Trusted by global brands including GoPro, Coca-Cola, Apple and Levi’s, Epidemic Sound is deeply embedded in the creator ecosystem through partnerships with renowned artists such as legendary guitarist Johnny Marr and integrations across platforms such as YouTube, TikTok, Adobe, Canva and DaVinci Resolve.

“Industry analysts forecast the collaborative video editing market will reach \$4.5 billion by 2029. elevate.io aims to lead this category by bringing world class video creation tools to our customers within a single, seamless experience. Every creator knows that music not only embellishes their stories, it completes them.” said Blackbird Executive Chair, Ian McDonough. “Partnering with Epidemic Sound to provide an integrated, fluid experience not only enhances elevate.io’s value proposition for its users, but enables them to create, iterate and deliver professional videos while never breaking their creative flow. This partnership is also an early validation of our unique approach to collaborative video editing by the industry’s leading music and soundtrack service for creators and brands.”

“We’re delighted elevate.io has chosen to integrate our world-class music and sound effects into their innovative collaborative video editing platform via the Epidemic Sound API,” said Sam Hall, Chief Product Officer at Epidemic Sound. “This partnership is a testament to our commitment to make it as easy as possible for global content creators to find the perfect soundtrack for their projects, publish without copyright worries, and enable them to focus on creating.”

---

## **Contacts:**

**Blackbird plc** Tel: +44 (0)20 8879 7245

Ian McDonough, Executive Chair

Caroline Steiner, Director of Communications

**Allenby Capital Limited** (Nominated Adviser and Broker) Tel: +44 (0)20 3328 5656

Nick Naylor / Piers Shimwell (Corporate Finance)

Amrit Nahal / Kelly Gardiner (Equity Sales and Corporate Broking)

## **About Blackbird plc**

Blackbird plc operates in the fast-growing SaaS, Media and Entertainment and content creation markets. Blackbird plc's patented technology allows for frame accurate navigation, playback, viewing and editing in the cloud and it has two products.

Blackbird® a market leading suite of cloud-native computing applications, is used by rights holders, broadcasters, sports and news video specialists, live events and content owners, post production houses, other mass market digital video channels and corporations.

**elevate.io** is the company's new browser-based collaborative content creation platform currently in general release. **elevate.io** is built using Blackbird's core technology and is aimed at professional teams and the fast growing Creator Economy.

Blackbird plc also licences its core video technology, under its 'Powered by Blackbird' licensing model, enabling video companies to accelerate their path to true cloud business models.

[www.blackbirdplc.com](http://www.blackbirdplc.com)

[www.elevate.io](http://www.elevate.io)

## **About Epidemic Sound**

Epidemic Sound is a global leader in music and sound for content creation, offering an extensive catalog that's heard over 3 billion times every day. Its user-friendly licensing model allows brands and creators to access music with full usage rights while providing tools to elevate their content. Epidemic Sound partners with artists across all genres, providing them with financial support through a 50/50 royalty split, upfront payments, and bonuses. With the world's only 100% IP-owned, worry-free catalog of music and sound effects powered by innovative software, integrations, and AI solutions, Epidemic Sound is the world's leading soundtracking platform.

## **\*About Reach announcements**

This is a Reach announcement. Reach is an investor communication service aimed at assisting listed and unlisted (including AIM quoted) companies to distribute media only / non-regulatory news releases into the public domain. Information required to be notified under the

AIM Rules for Companies, Market Abuse Regulation or other regulation would be disseminated as an RNS regulatory announcement and not on Reach.