

*Reach Announcement

8 April 2026

Blackbird plc (the "Company")

elevate.io includes integrated Epidemic Sound music library

London, 8 April 2026: Blackbird plc (AIM:BIRD), the developer of the browser-based collaborative video editor elevate.io, today announces the launch of integrated royalty-free music from Epidemic Sound within elevate.io.

All elevate.io users will gain instant access to Epidemic Sound's extensive music catalogue directly within elevate.io's editor. [Elevate.io](https://elevate.io) users can search, preview and add tracks seamlessly, with licensing of the music (which can be tailored to users' requirements) handled when the video is exported.

Music is a fundamental storytelling tool in video, shaping tone, pacing and emotional impact and it's proven to drive performance. It features in 90%¹ of TikTok's most-viewed videos, with 81%² of marketers stating it enhances engagement. Beyond capturing attention, music drives lasting impact, with brands using identity-aligned audio up to 96%³ more likely to be remembered.

Epidemic Sound provides world-class, royalty-free music for creators, brands, SMBs, media companies and more. By owning all rights to its catalogue, it makes licensing simple, safe and worry-free. Its music features in content generating over 3 billion views daily and is trusted by global brands including GoPro, Coca-Cola, Apple and Levi's.

The Company's Executive Chair, Ian McDonough, commented: "Music is fundamental to great storytelling, it's what gives video content its emotion and energy. So rather than sending creators off to find tracks elsewhere, we've built it straight into the elevate.io platform. World-class music, right there in users' workflows. No interruptions, just creativity and complete peace of mind. This is a huge moment for the Company and we're incredibly excited."

Epidemic Sound Interim Chief Product Officer, Matt Sage, commented: "This is an excellent example of the Epidemic Sound API enabling creative platforms to grow their customer offering through music. The elevate.io team have done an amazing job integrating our catalogue into their collaborative video editor and we're excited to see how their creators and brands use our tracks to take their content to the next level. We're delighted to continue supporting the development of the elevate.io platform through world class-music and soundtracking."

Sources:

[1 The Influence of Music on Social Media Trends](#)

[2 Video Marketing Statistics](#)

[3 Audio branding](#)

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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
www.elevate.io

About Epidemic Sound

Epidemic Sound is a global leader in music and sound for content creation, offering an extensive catalogue 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 catalogue of music and sound effects powered by innovative software, integrations, and AI solutions, Epidemic Sound is the world's leading soundtracking platform.

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