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How TikTok is supporting our community through COVID-19

TikTok statement in response to Universal Music Group

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Tuesday, 30 January 2024.

It is sad and disappointing that Universal Music Group has put their own greed above the interests of their artists and songwriters.

Despite Universal's false narrative and rhetoric, the fact is they have chosen to walk away from the powerful support of a platform with well over a billion users that serves as a free promotional and discovery vehicle for their talent.

TikTok has been able to reach 'artist-first' agreements with every other label and publisher. Clearly, Universal's self-serving actions are not in the best interests of artists, songwriters and fans.

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