

Deezer joins forces with LyricFind, Bardis Music Co. Ltd and 12 other partners for EU-funded project

Major forces in the music industry have banded together for BELEM — a partnership aiming to make lyric translation accessible in EU languages

Deezer joins forces with LyricFind, Zebralution and 12 other partners for EU-funded project
Major forces in the music industry have banded together for BELEM — a partnership aiming to make lyric translation accessible in EU languages

Paris, France — December 14 2022 — Deezer has joined forces with a consortium of major music industry players, including **Bardis Music Co. Ltd** and LyricFind, to form BELEM. The consortium aims to build capacity for music publishers, songwriters, platforms, and labels to democratise and monetize access to lyrics. It will also strive to break down cultural barriers by making human translated lyrics accessible to all listeners.

BELEM is an EU-funded four year project that has been granted €2 million in funding through the Creative Europe Programme (CREA). It will drive new revenue streams to key players in the music industry by promoting European lyrics and the translations of these lyrics, alongside their monetisation. The project is also aiming to amplify the co-creation and co-production of European lyrics, adding new economic value to European musical and linguistic heritage.

In particular, the project is placing a strong focus on online and streaming lyric translations, as well as supporting publisher capacity building and the songwriters themselves on creation and translation. BELEM will also look to benefit labels and artists through providing better accessibility for lyric videos — including translated lyrics. It will also aim to impact the live sector, via both virtual and physical lyric translation exhibitions.

“In the digital age, it’s imperative for music to be localised, universal and accessible,” said Florian von Hoyer, COO at MusicHub and BELEM Lead on behalf of Zebralution. “Lyrics hold a vital function in understanding music. But language barriers present a major obstacle. Through human-translated lyrics, we can help bridge the gap of understanding, expose artists to entirely new audiences, and help those artists to monetise their lyrics and the translations better. This project has a grand ambition — to empower artists and connect cultures to transform European music revenues and understanding.”

The project has been formed in response to an increased understanding of the power of translated lyrics in helping break down cultural barriers and further support artists' monetisation of their works. As a significant partner in BELEM, Deezer has already worked with LyricFind to translate over 10,000 lyrics in four languages, all displayed in-app. For Deezer subscribers, the on-demand multilingual translation has introduced a brand-new music experience based on innovation; with a simple click, music fans can view precise lyric translations of many of the most popular English songs in French, German, Spanish and Portuguese.

“Lyrics can be a truly powerful addition to a song, and as the home of music and a French-founded company operating worldwide, we understand how challenging language barriers can be for artists with international ambitions,” said Ludovic Pouilly, SVP Institutional and Music Industry Relations at Deezer. “BELEM offers an exhilarating prospect — to help artists reach more audiences and for the listeners to better and intuitively understand the music they are listening to. Our core mission is to help music fans on Deezer find new favourites and expand their horizons; our work with BELEM will greatly help achieve this goal for the benefit of all.”

Alongside Deezer, BELEM includes 14 EU music publishing, technology, distribution, labels, and academic partners. This consortium of music industry firms are working together to amplify the understanding, co-creation and co-production of European lyrics to add new economic value to European musical and linguistic heritage.

Companies involved in the BELEM project include German all-audio company Zebralution and .MUSIC domain name registry. They are joined by Canadian lyric solutions company, LyricFind, which has provided innovation in lyric licensing and data service to companies such as Amazon, Google, and Deezer.

“Lyrics are exceptionally important — they can move us, make us question our world, or conjure powerful memories and feelings. But for many artists, the language challenge means their art and their stories often don’t reach the audiences they deserve,” said Robert Singerman, SVP at LyricFind and EVP at .MUSIC. “But with the combined power of 15 committed partners and the resources of the EU, we can make dramatic strides towards improving the diversity and unity of artists and audiences both within the EU and beyond. We can help artists fully unleash the meaning of their songs.”

For more information, please visit: <https://belemmusic.com/>

The full list of 15 companies participating in the BELEM Project include:

1. [AMAEI](#)
2. [Bardis](#)
3. [Deezer](#)
4. [.MUSIC](#)
5. [Fleep'it](#)
6. [Independent Digital](#)
7. [Lusitanian Music](#)
8. [LyricFind](#)
9. [Mars Music](#)
10. [Metatron](#)
11. [Nord University](#)
12. [Broma 16](#)
13. [RUNDA](#)
14. [Unison Rights](#)
15. [Zebralution](#)

About BELEM

The BELEM project, Boosting European Lyrics and their Entrepreneurial Monetization, fosters the licensing, aggregation, distribution, exhibition and translation for meaning. It dramatically increases the monetisation of European lyrics and lyric translations. This significantly boosts the sustainability and exportability of European language songs for music publishers and songwriters, (labels and artists) and benefits the audience, leading to increased language diversity and understanding globally, with translated lyrics crossing (and breaking) borders, both in digital and virtual, as well as live, in-concert, formats. The lyrics and lyric translations for meaning will be distributed globally. Virtual and in-person live shows, alongside lyric videos and lyric translation videos, by European artists, will be produced with subtitles, singing in their native languages, or in a mixture of languages. Songs will be able to be understood by audiences in many languages in any country.

For more information, please visit: <https://belemmusic.com/>

About Deezer

Deezer is one of the world's largest independent music streaming platforms, with over 90 million tracks available in 180 countries, providing access to lossless HiFi audio, innovative recommendation technology and industry-defining features. As the home of music, Deezer brings artists and fans together on a scalable and global platform to unlock the full potential of music through technology. Founded in 2007 in Paris, Deezer is now a global company with a team of over 600 people based in France, Germany, the UK, Brazil and the US; all brought together by their passion for music, technology and innovation. Deezer is listed on the Professional Segment of Euronext Paris (Ticker: DEEZR. ISIN: FR001400AYG6) and is also part of the newly-created Euronext Tech Leaders segment, dedicated to European high-growth tech companies and its associated index.

For the latest news on Deezer, go to <https://www.deezer-blog.com/press/>.

Like us on [Facebook](#), and follow us on [Twitter](#), [LinkedIn](#) and [Instagram](#) for real-time information.

About LyricFind

LyricFind is the world leader in lyric licensing and data services. With over 18 years in business, LyricFind is trusted by the top companies in the industry like Amazon, Google, YouTube, Deezer, Xperi and Pandora. LyricFind provides its partners with an extensive catalogue of accurate and fully legal lyrics, licensed from all major publishers, as well as 15,000 other publishers and performing rights organisations around the world.

LyricFind's inhouse premium reporting infrastructure properly tracks and pays royalties to songwriters and rights holders on a song-by-song and territory-by-territory basis. Lyricfind has also created Lyric IQ which is a unique data set that uses a mix of AI and manual analysis to provide a deeper understanding of music through lyrics. Recently, LyricFind launched Automated Lyric Videos, a self-serve platform that generates lyric videos in seconds.

For more information, please visit <https://www.lyricfind.com/>

About ZEBRALUTION

ZEBRALUTION is a pioneer of digital music and media distribution since 2004. The delivery and marketing of music, audiobooks and podcasts to multiple platforms has consistently earned ZEBRALUTION certifications of excellence from partners such as Apple or Spotify. In addition to its headquarters in Berlin, the company and its subsidiaries have running operations in Los Angeles, London, Paris, Río de Janeiro, Barcelona, Leverkusen and Amsterdam.

ZEBRALUTION's proven capacities and passion for building solutions and bridges between creators and digital service platforms will be a valuable contribution to BELEM and boost the lyrics business of labels, publishers, songwriters, and lyricists alike.

For more information, please visit: <https://zebralution.com/en/>

Media Contact

Rich Went
Gallium Ventures
belem@galliumventures.com
+44 (0) 7745 496 065



**Co-funded by
the European Union**