

Beat: Music

BILLBOARD ANNOUNCES FIRST CHINA CHART IN COLLABORATION WITH YIN YUE TAI

NEWS, CHARTS, TRENDS, INNOVATIONS IN MUSIC

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USPA NEWS - Billboard, the leading global destination for news, charts, trends and innovations in music, announced on November 9, plans to create and launch the first ever 'User Generated' chart in China with YinYueTai (YYT),...

Billboard, the leading global destination for news, charts, trends and innovations in music, announced on November 9, plans to create and launch the first ever 'User Generated' chart in China with YinYueTai (YYT) a leading Chinese music video service with more than 50 million registered users and real-time access to music video data. The socially driven Billboard/YYT UG songs chart will rank the videos with the most engagement on YYT's website. The chart is expected to launch in the first quarter of 2016.

In the agreement negotiated, YYT's China V-Chart will become available weekly within the International Charts section of Billboard.com. The YYT China V-Chart ranks the most-viewed videos of the week on the YYT platform. The V-Chart is the first-ever Chinese chart to be integrated into Billboard's international section and will bring more opportunities for Chinese artists to be recognized on the world stage.

Shi Ying, co-founder, YinYueTai, said, 'We are thrilled to partner with Billboard to create the first co-branded chart in China. We believe this chart will provide a valuable tool to track the popularity of artists and songs across the country.'

Billboard is the world's most influential music brand, built on the most complete and well-respected database of charts across all music genres. The Billboard charts define success in music.

YinYueTai is the leading music video online streaming website in China. With over 50 million registered users, it focuses on sharing high quality music videos online.

Source : Billboard

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