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Monstercat EPK

EMPOWERING A  
CREATIVE & PASSIONATE  
COMMUNITY THROUGH  
INNOVATION

2021

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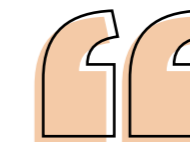


# Who We Are

Monstercat is one of electronic music's most influential independent record labels. Founded in Canada in 2011, our mission has remained the same: to empower a creative and passionate community of artists and fans through innovation.

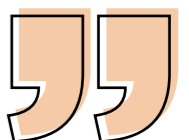
With a team of over 60 employees, and with offices in Vancouver (HQ), Los Angeles, and Singapore, Monstercat is uniquely positioned as a nimble startup with global reach.

In addition to its genre-diverse music offerings across the Uncaged, Instinct, and Silk brands, Monstercat is known for its artist-friendly record deals, groundbreaking collaborations with major game developers, high-energy live experiences, and of course, its unparalleled connection with our diehard worldwide fanbase.

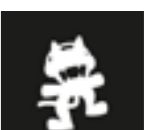
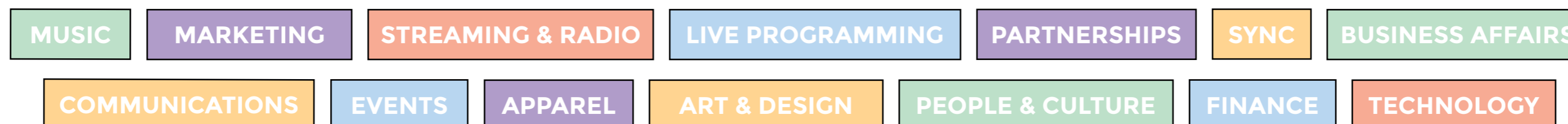


Monstercat is a new generation label which provides creative opportunities for not only exciting new talent to break through but also established artists who want to innovate, whilst also working closely with music services like ours to better present their artists.

- Mathew Daniel,  
VP of International Content  
at NetEase Cloud Music



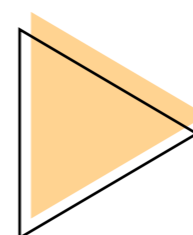
## DEPARTMENTS



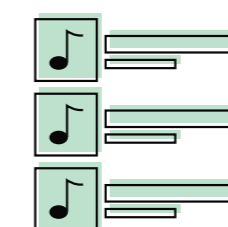
# What We Do

*With quality music releases at the heart of our operation, we take pride in creating memorable events, novel partnerships, and powerful technology.*

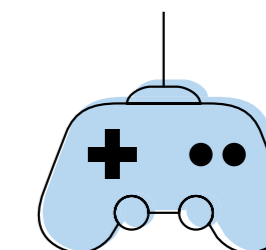
## KEY ACHIEVEMENTS



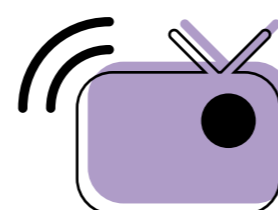
**Over 2.6 Billion audio streams in 2020**



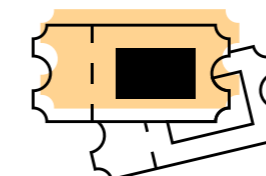
**Over 5,000 tracks in our music catalogue**



**More than 400 songs placed in video games in 2020**



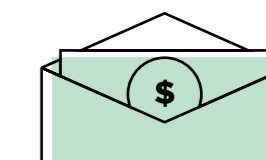
**Call of the Wild and Monstercat Silk Showcase (radio shows) syndicated to 34 stations globally, reaching 1.3MM fans weekly**



**100+ events across 16 countries worldwide**



**Cut and Sew apparel hit the Monstercat Shop in 2020**



**\$100K CAD donated to charity**



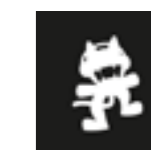
**Monstercat's Diversity & Inclusion strategy launched in 2020**



**Acquired Silk Music in 2020, expanding into chill and progressive genres**

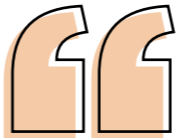
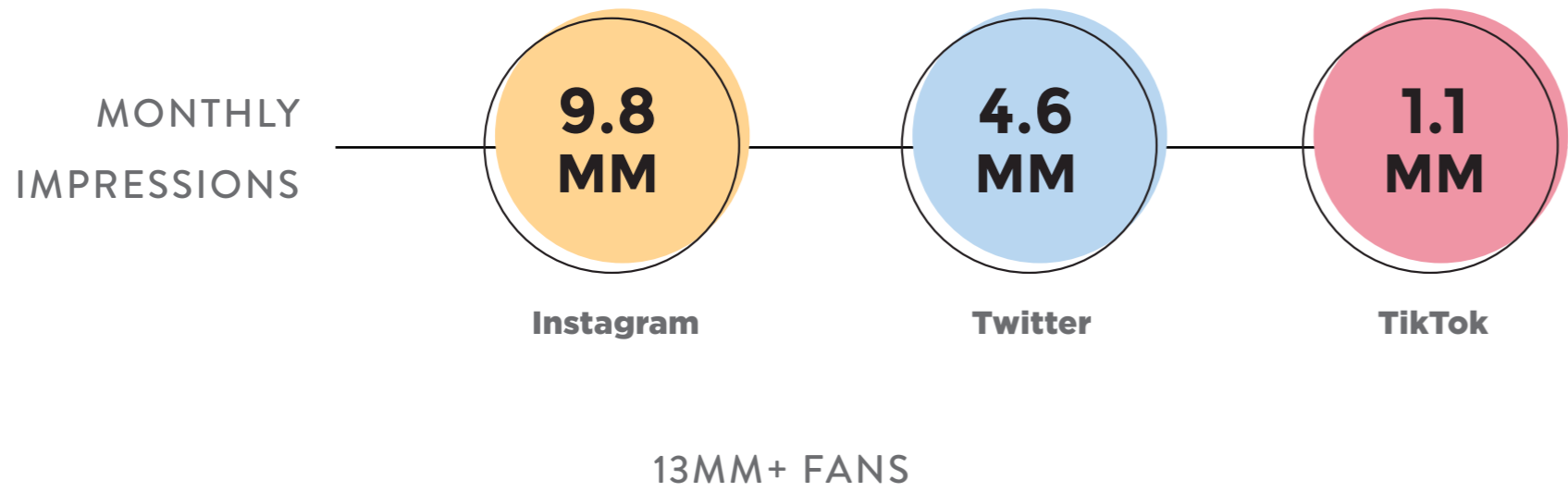


**Developed proprietary asset and royalty management platform**



# Community

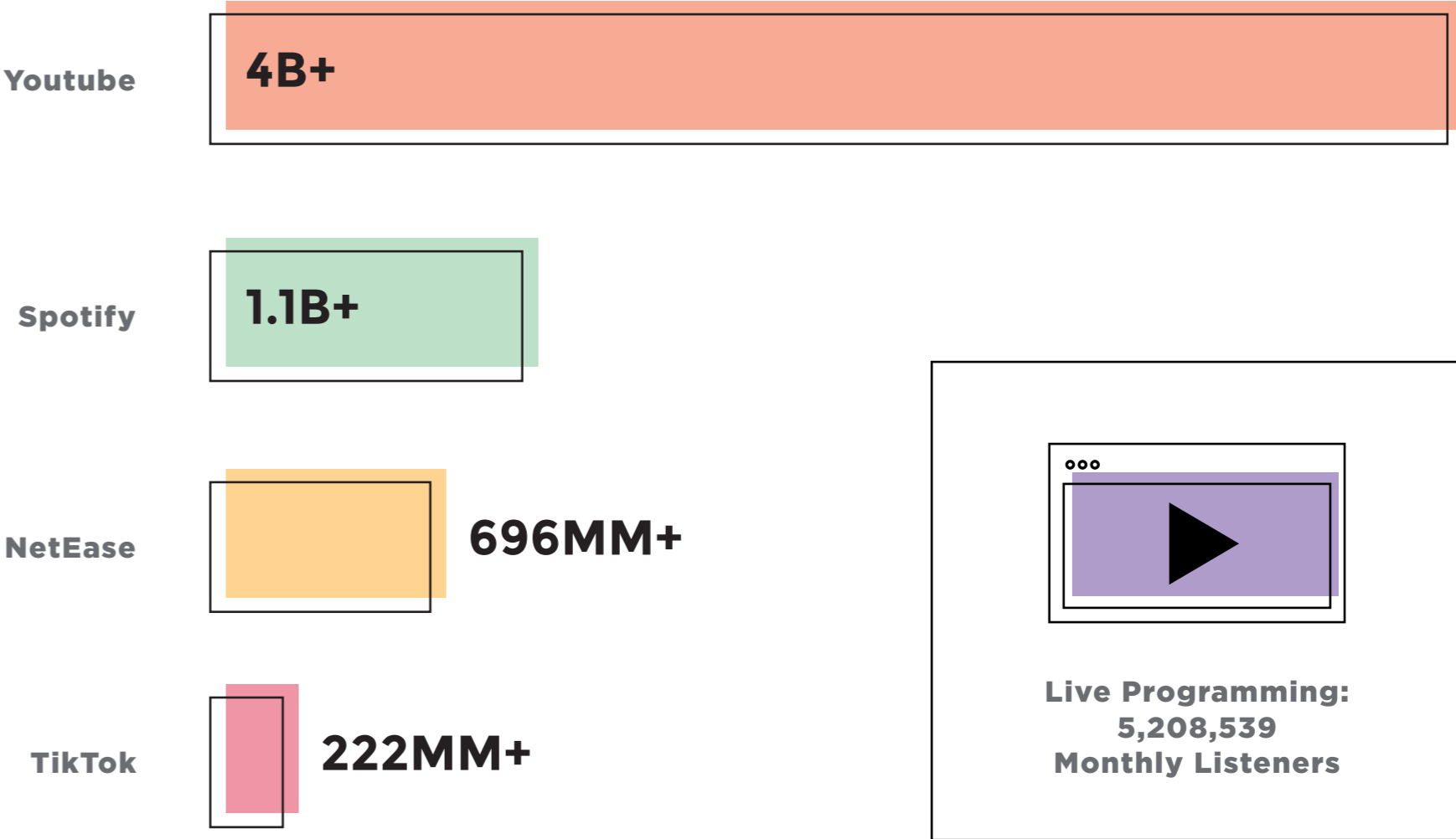
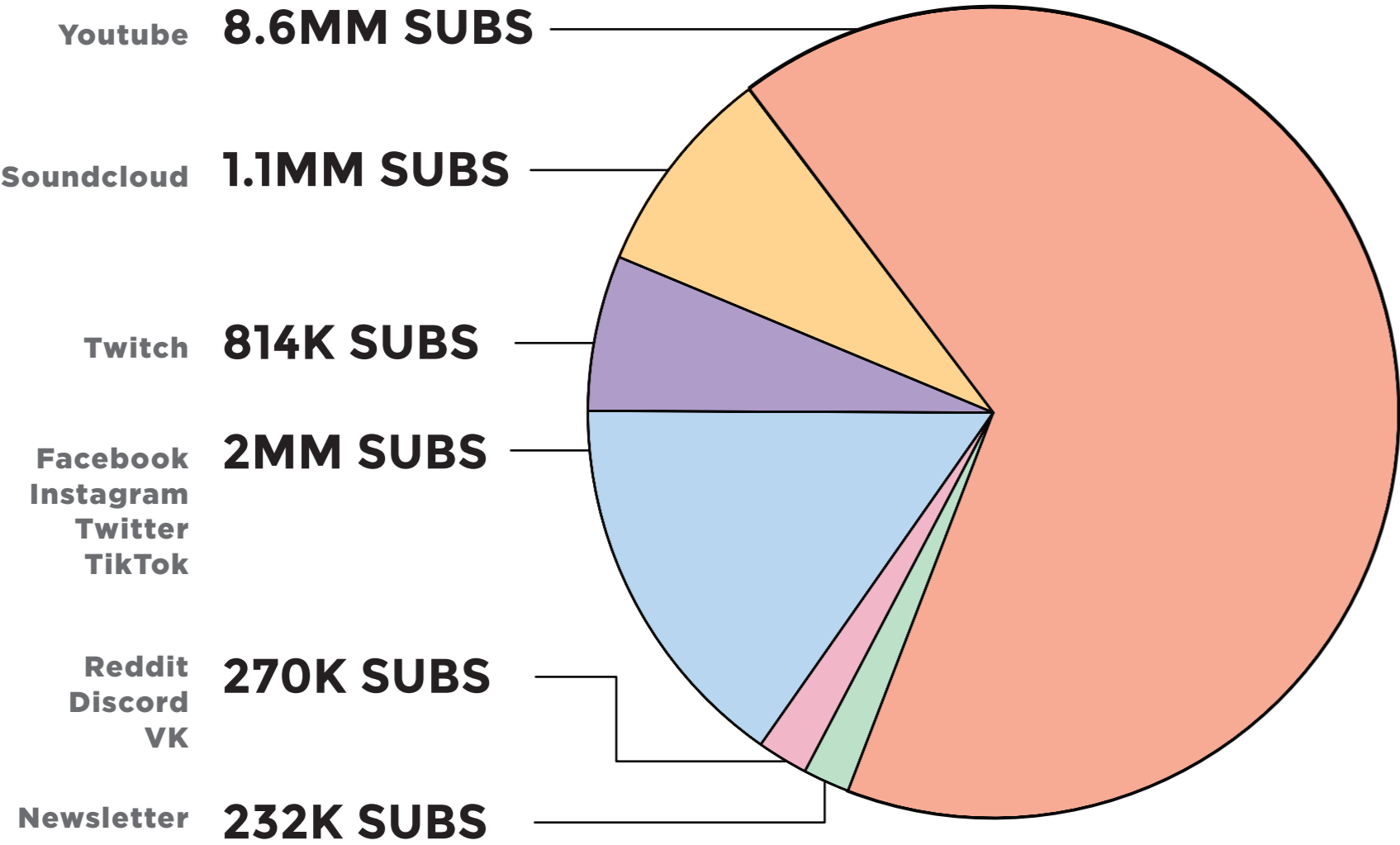
2021



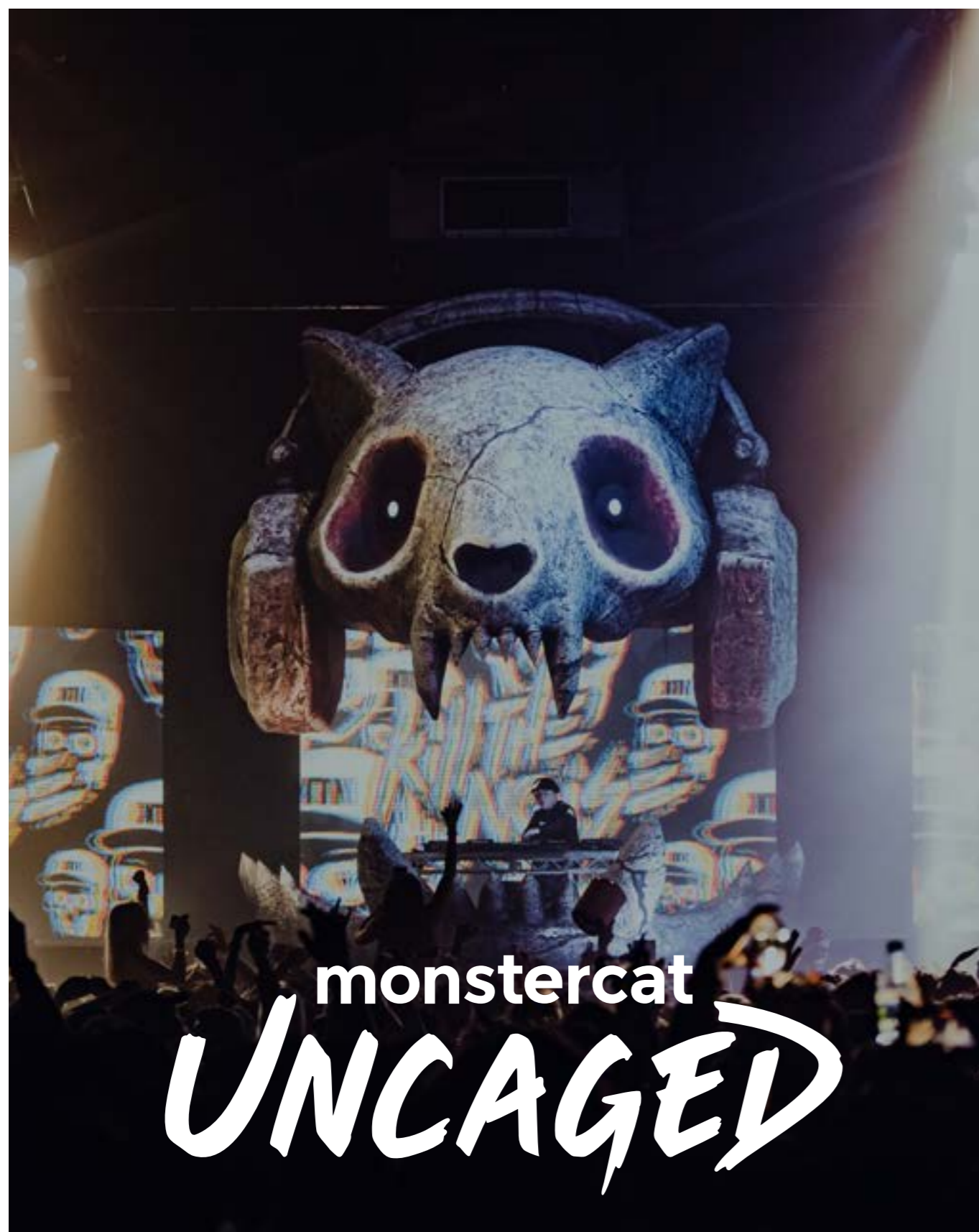
Monstercat is an illustrative example of the power of such creative thinking to empower artists, create community and disrupt the pre-digital paradigm that was dominated by the majors.

- Billboard

2020 STREAMS



# Brands: Uncaged



## UNBOUND, UNLIMITED, UNCAGED!

Monstercat's bass-heavy brand breaks all preconceptions of what a record label can achieve, backed by the best fans in the world. Defined by giants in the hard dance, D&B, and dubstep realms - like Infected Mushroom, Sullivan King, Eptic, and MUZZ - Uncaged has delivered unparalleled live events, apparel, and content to the masses.

### ENERGETIC | EXPLOSIVE | HARD-HITTING

- DUBSTEP
- ELECTRO
- DRUM & BASS
- MOOMBAHTON
- HARD DANCE
- TRAP

**2.8B**

VIEWS ON YOUTUBE

**5.05B**

AUDIO STREAMS

**26K**

MERCH UNITS SOLD

**300K**

EVENT ATTENDEES

#### AUDIENCE DEMOGRAPHICS

#### GENDER

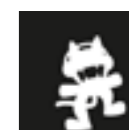
87% Male  
13% Female

#### AGE

7.5% 13-17  
43.9% 18-24  
32.1% 25-34  
16.5% 35+

#### LOCATION

Europe 37.3%  
North America 32.2%  
Asia 17.0%  
South America 10.3%  
Oceania 2.3%  
Africa 0.9%



# Brands: Instinct



Founded in 2018 as a complementary force to Uncaged, Monstercat Instinct delivers the world's best contemporary melodic dance music. In just a few years - powered by releases from artist favourites like Vicetone, Conro, Koven, Vindata, and Slushii - Instinct has carved out an inimitable space within the gaming + partnerships world, placing 176 syncs in 2020 alone.

VIBRANT | MELODIC | POSITIVE

- POP
- DANCE
- MELODIC BASS
- INDIE DANCE
- HOUSE
- ACOUSTIC

229MM

IEWS ON YOUTUBE

8.16B

AUDIO STREAMS

6.2K

MERCH UNITS SOLD

### AUDIENCE DEMOGRAPHICS

### GENDER

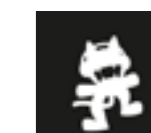
81% Male  
19% Female

### AGE

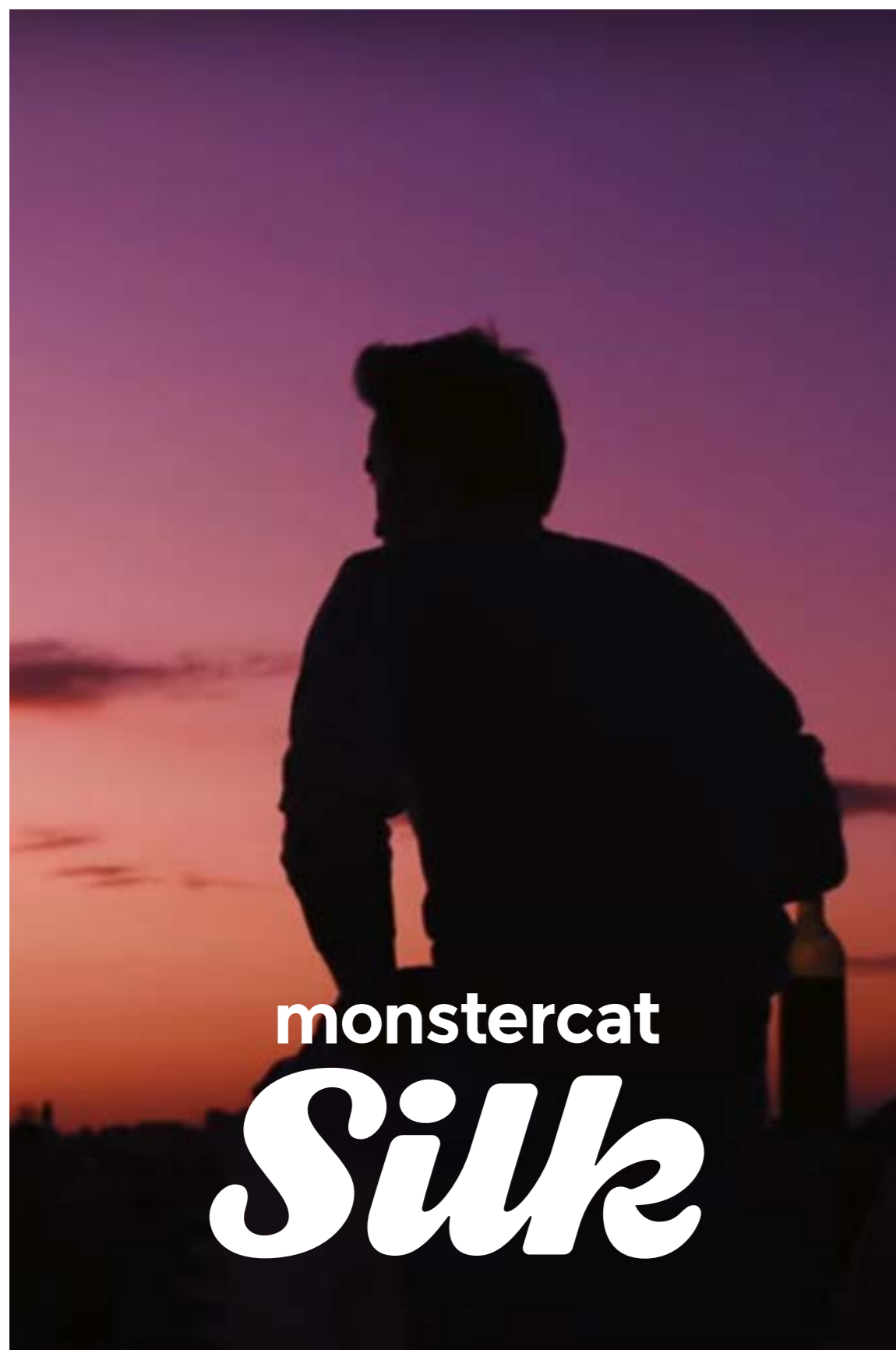
7.7% 13-17  
40.5% 18-24  
29% 25-34  
22.8% 35+

### LOCATION

Europe 40.2%  
North America 37.6%  
Asia 11.8%  
South America 6.6%  
Oceania 3.0%  
Africa 0.9%



# Brands: Silk



In February 2021, Monstercat announced the acquisition of LA-based label Silk Music. Debuting under the new name Monstercat Silk, our third brand brings increased genre-diversity to the label with releases spanning across progressive house, deep house, trance, chillout, and more. Now representing a major stake in the arena of electronic music, and with label staples Shingo Nakamura, A.M.R, Vintage & Morelli, Arielle Maren and PROFF championing the sound, this move positions us as a leader in the independent label space, expanding our impact across the industry and new fan bases globally.

**MOVING | EMOTIONAL | CINEMATIC**

- PROGRESSIVE HOUSE
- DEEP HOUSE
- CHILLOUT
- DOWNTempo
- TRANCE
- GARAGE / BREAKS

**220K**  
YOUTUBE SUBSCRIBERS

**59MM**  
VIEWS ON YOUTUBE

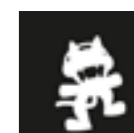
**100MM+**  
AUDIO STREAMS

**AUDIENCE  
DEMOGRAPHICS**

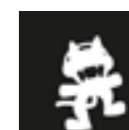
**GENDER**  
86% Male  
14% Female

**AGE**  
Primary Audience:  
25-34 year olds (44.2%)  
Secondary Audience:  
35+ year olds (40.5%)

**LOCATION**  
Europe 52.7%  
North America 25.3%  
Asia 11.9%  
South America 6.7%  
Oceania 2.2%  
Africa 1.7%



# Artists We've Worked With





# Brands We've Worked With



# Case Studies: Music

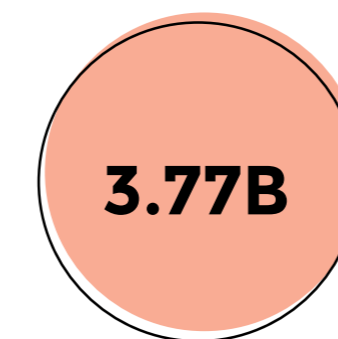


## MARSHMELLO

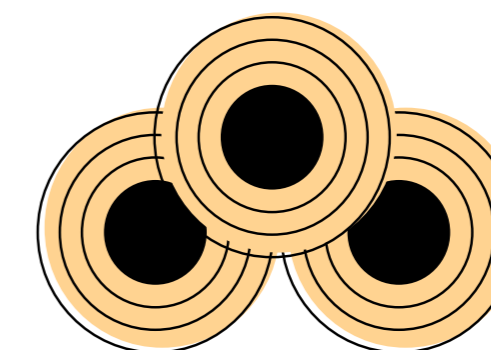
Since the company's inception, Monstercat has had no problem reaching fans of electronic music across the globe. With the release of Marshmello's breakthrough hit "Alone," Monstercat proved their influence by elevating the single to mainstream success.

Receiving media attention from Billboard, Spin, Vice, and more music and lifestyle publications, success from radio airplay, sales and streaming also led to "Alone" charting on the Billboard Hot 100 for multiple weeks - as well as being featured in Marshmello's first-ever Fortnite concert, reaching millions of players.

Now certified 3x Platinum in the US, "Alone" continues to garner hundreds of thousands of listeners daily.



YOUTUBE PLAYS



CERTIFIED 3X  
PLATINUM RECORD  
IN THE USA



SPOTIFY STREAMS



# Case Studies: MCTV



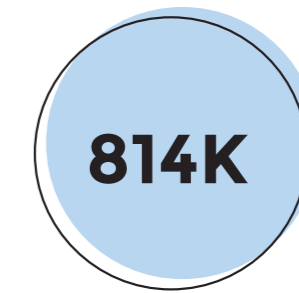
As COVID brought live events to a standstill in 2020, Monstercat endeavoured to bring consistent, high-quality event content to its fanbase. mctv (Monstercat TV) launched in March 2020 off the back of its previously established Twitch channel, with a mission to bring artists and music into the homes of fans across the world, and give them the tools to engage with audiences directly.

Featuring artist performances, Q&As, art streams, and more - mctv has become a growing hub for premieres and community activations. Key events include Home Frequency, a bass-driven worldwide music festival in partnership with LA-based event promoter Brownies & Lemonade, tournaments with professional esports league Team Liquid, and the debut of Saturday Morning Cartunes (an animated series produced by award-winning creative duo Half an Orange).

Since its inception, mctv has delivered more than 120 hours of original artist driven content across Monstercat's Twitch channel and provides a platform for artists including Infected Mushroom, Krewella, Good Times Ahead, Slushii, and Saxesquatch.



UNIQUE VIEWERS IN 2020



FOLLOWERS ON MONSTERCAT'S TWITCH



LARGEST MUSIC CHANNEL ON TWITCH



# Case Studies: Monstercat Gold



The Digital Millennium Copyright Act, known as DMCA, went into full effect on Twitch and YouTube in 2020, enforced by major labels and leading to the devastation of creator channels with copyright strikes and full channel takedowns. With Monstercat Gold, we saw an

opportunity to empower such channels, while also supporting the growth of our musicians.

Monstercat Gold is a micro-licensing service that provides livestreamers and content creators with thousands of high-quality songs to use Claim Free in their creative content. Gold membership grew 106% percent in 2020, as content creators (and viewership) boomed on YouTube and Twitch during the COVID-19 pandemic. At only \$7.49 USD/month, Gold has become a cost-effective and easy-to-use solution for gamers, influencers, and hobbyists everywhere.



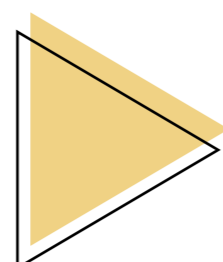
“I have been a part of the Monstercat family for over 5 years... Monstercat gives me the peace of mind from DMCA issues with amazing music to choose from! If you're a streamer and not using Monstercat music, you're missing out!”

- *JOBLESSGARRETT*

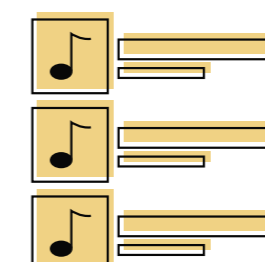


In scary DMCA times like these, Monstercat Gold has been an absolute life saver, letting me enjoy a vast library of great tunes without having to look over my back.

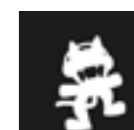
- *NYMN*



**LAUNCHED THE  
MONSTERCAT PLAYER IN 2020**



**OVER 4,000 SONGS  
AVAILABLE IN CATALOGUE**

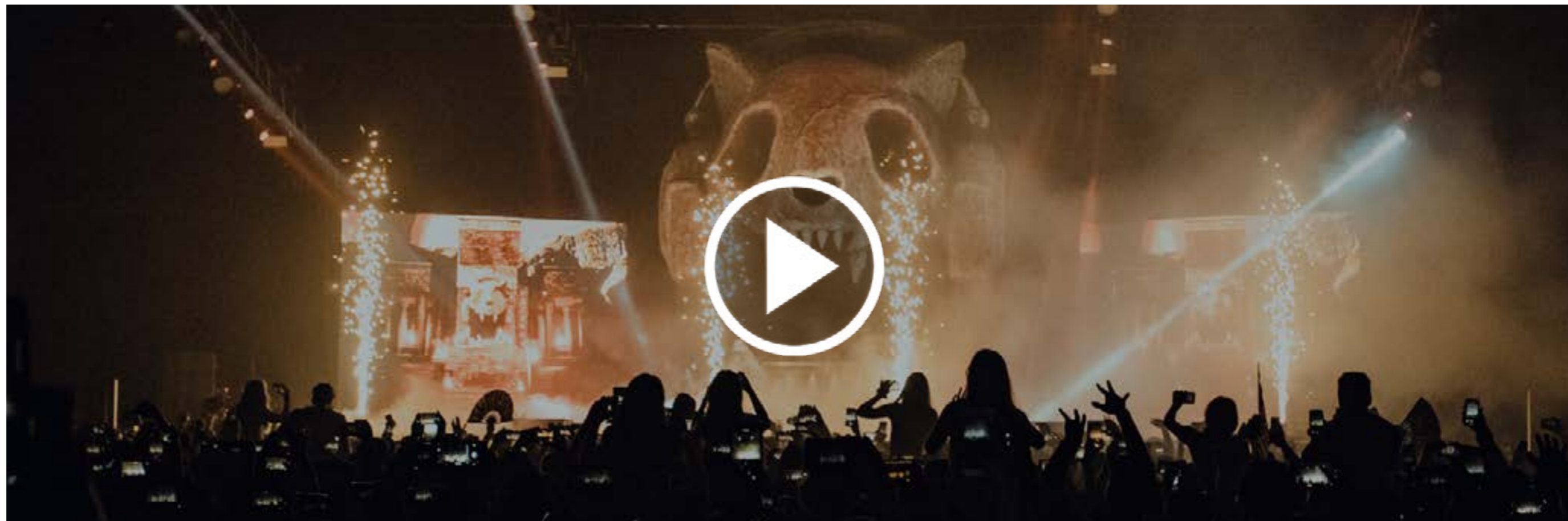


# Case Studies: Origins

## 2020 USHERED IN THE DEBUT OF OUR LIVE BRAND CONCEPT, MONSTERCAT ORIGINS.

This bass-driven event featured custom stage production including a massive cat skull DJ booth, custom visuals, a mixed reality integration with Sansar, and voiceover weaving a narrative of our Lost Civilization brand theme.

Taking over the PNE, this sold-out Vancouver event hosted 4,000 attendees and featured headliners Seven Lions, Joyryde, Kill the Noise and Crankdat.



*Watch the ORIGINS Recap*

## View *ORIGINS* by Giant Swan x Monstercat



On January 27th, 2021, Monstercat released its first NFT crypto art collections on Nifty Gateway, generating \$180,000 in the first 2 minutes. Monstercat is among the first record labels to break into crypto art, partnering with renowned digital artist [Giant Swan](#) and Platinum producer [Varien](#) to create dynamic visual representations of our brand's ['Lost Civilization'](#) brand theme.

NFTs (non-fungible tokens) are special types of cryptographic tokens that represent something unique; NFTs are thus not mutually interchangeable. This is in contrast to cryptocurrencies like bitcoin, and many network or utility tokens that are fungible in nature.

Monstercat's mission has always been to drive artist sustainability and empower creatives in their artistic endeavours. By entering into the NFT space, we're able to generate alternate monetization means for artists while introducing them to new audiences in the digital collectibles universe.

**978** NFTS  
MINTED



**ALL PROFITS SPLIT WITH THE  
VISUAL & AUDIO CREATORS**

# Case Studies: Rocket League



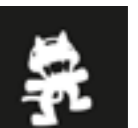
Monstercat has an ongoing gaming partnership with Psyonix/Epic Games for their title Rocket League. Since 2017, Monstercat has released over 100+ original tracks within Rocket League, which have produced over 550 Million streams on all platforms. These tracks are curated for what is happening in their universe during content patches, and are also credited in-game with a player feature. Rocket League fans can also rock artist logo flags, Monstercat wraps, and other various items on their cars while they play.

In late 2020, Monstercat partnered with Epic Games to develop a first-of-its-kind multi-month campaign for Rocket League's Season 2, championed by Kaskade and his 4-track EP, 'Reset.' This partnership included in-game Kaskade branded items, music drops on Rocket League Radio for each single release day, a Kaskade voice-hosted Radio takeover in Fortnite, "Flip Reset" Fortnite Emote + Lobby Track, and a cross-game season finale celebration between Rocket League and Fortnite in the form of a Fortnite Party Royale concert from Kaskade, in which he performs virtually in Rocket League.



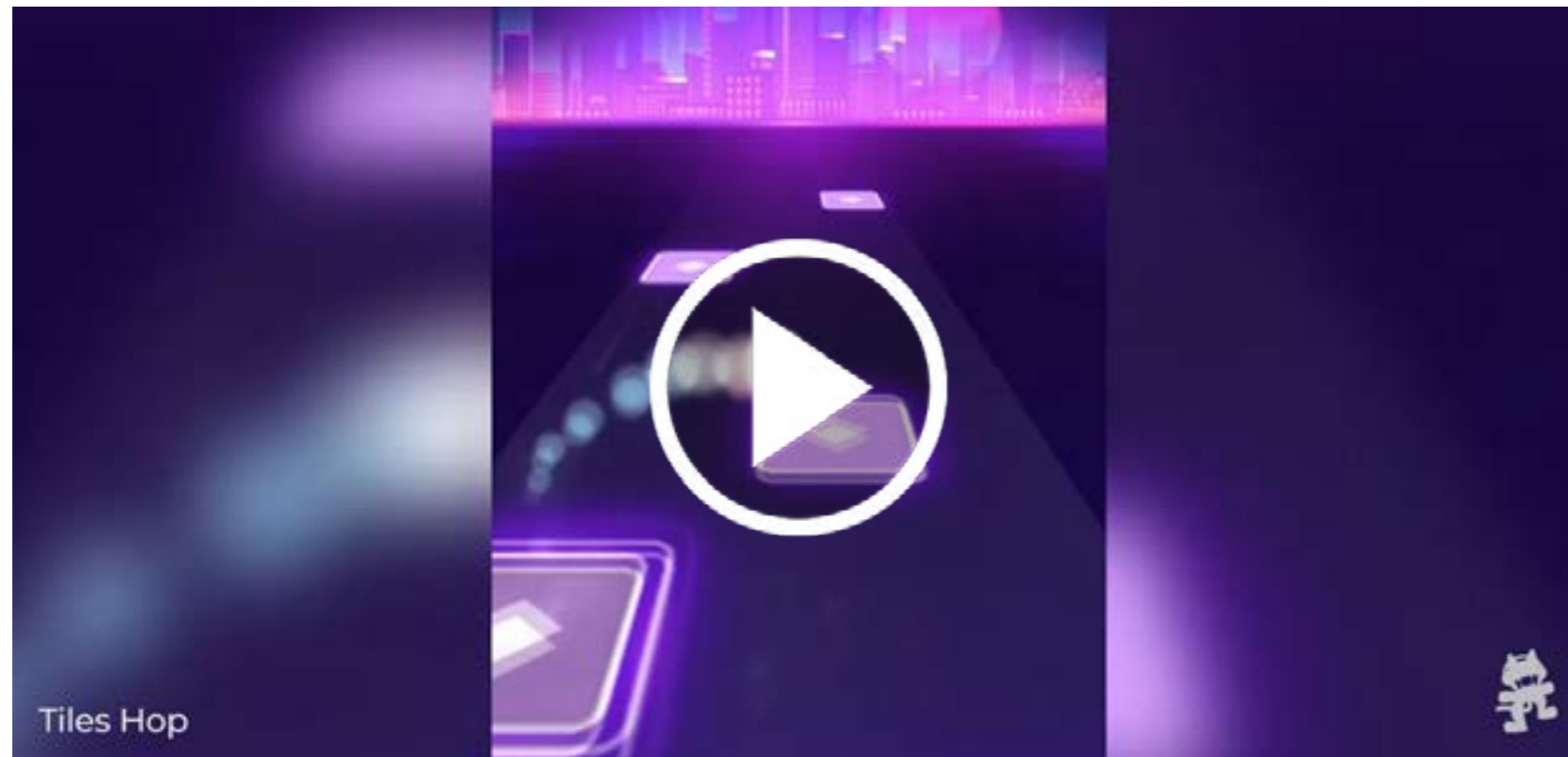
*The relationship here is unique in that it has a dual focus. Our goal isn't just to find music that fits Rocket League as a game, but to also curate music that our fans might want to discover. We are basically using Rocket League as a vehicle for music discovery.*

- Mike Ault  
PSYONIX AUDIO DIRECTOR



# The Soundtrack to Gaming

## 445 Songs Placed in Games in 2020



**445** SONGS PLACED IN GAMES IN 2020

- Powering the world's biggest gaming titles across console, PC, and mobile.
- A perfect match for racing & action sports games.
- You can find Monstercat songs in these games:

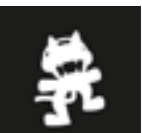


## Experiential Events



**10M+** ATTENDED GROUNDBREAKING FORTNITE CONCERT

- Monstercat has proudly partnered with Fortnite to host in-game concerts for Marshmello, Slushii, and Kaskade.
- Monstercat launched a branded world within social VR platform Sansar.
- Monstercat was the exclusive label partner for Fortnite's in-game radio station, Radio Yonder.





# thank you

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