



**‘LinkedIn for creatives’ Vampr announces strategic investment from Downtown Music Holdings**

*Downtown Music companies will also power Vampr’s new marketing and publishing services divisions as they participate in the company’s Seed Round*

**Henderson, NV, November 17th, 2022:** [Vampr](#) will add [Downtown Music](#) to their cap-table, with the global music services company making a strategic investment as part of Vampr’s recent Seed-3 funding drive, providing for vertical expansion and to integrate in-platform transaction functionality.

In addition to their financial investment, Downtown Music’s integrated marketing services company [found.ee](#) will power another new artist growth solution, Vampr Marketing. The new service will bring unique marketing tools and access to premium sites including Billboard, Forbes, GQ and Rolling Stone to Vampr’s 1.2M global users, with a machine learning powered platform that does the hard work to accelerate artist’s career growth.

Vampr’s partnership with Downtown also extends to their publishing division, with [Songtrust](#) administering the Vampr Publishing catalog. Vampr Publishing, launched in late 2020, now represents over 60K songs with the catalog growing at a rate of 21% month over month, and has recent placements in shows and advertisements from companies such as Meta, CBS and HBO.

*“We are thrilled to extend our relationship with Downtown Music and its stellar group of brands and services. Their investment is a bona fide industry endorsement of the highest order that Vampr is making all the right noises in our mission to help early stage musicians thrive in a crowded industry,”* says Vampr CEO Josh Simons.

*“Vampr has carved out an important niche in our industry that fosters connections between music creatives,”* said Downtown Chief Commercial Officer, Tracy Maddux. *“We see real potential in Vampr as a platform which is why we’ve not only invested, but are bringing our expertise via Found.ee and Songtrust to help them continue to grow.”*

Downtown Music Holdings is a global music company, servicing over 23 million music assets across six continents, including some of the most well-known songs in popular music. Their brands power the backend of the music industry with CD Baby, FUGA, Songtrust and Downtown Music Services whose roster includes Hans Zimmer, John Lennon, Miles Davis, Niall Horan, Tori Amos and Wu-Tang Clan. Downtown Neighbouring Rights provides neighbouring rights collection and analytics to empower rights holders to take full advantage of the new digital ecosystem. Clients include Guns N’ Roses, Justin Bieber, Mötley Crüe and OneRepublic, among others.

Known as the ‘LinkedIn for Creatives’, and named by **Fast Company** as one of the *Most Innovative Companies* in 2022, Vampr is an online network of creative professionals who are making on average two new connections per session which puts Vampr on par with Facebook’s own connection success rate. Users spend an average 31 minutes on the platform per day, more than 3 times longer than the average LinkedIn session. Their freemium model, complemented by the company’s premium subscription service, Vampr Pro, has recently enjoyed a best-in-class conversion rate approaching 4%.

**ENDS**

## **ABOUT VAMPR**

Launched in 2016, Vampr is the number one social-professional talent marketplace helping creatives and artists find people to collaborate with, create new music, and monetize their work - an essential network that grows with you every step of your journey. Founded by Australia's The Music Network's 30 Under 30 Power Player, Josh Simons, and multi-platinum songwriter/ guitarist from 'Hunters & Collectors', Baz Palmer, the award-winning app recently surpassed a milestone of 1 million global users in more than 190 countries, with one of the fastest growing catalogs of IP representation in music history.

## **ABOUT DOWNTOWN**

Downtown is the world's leading music services company with over 1.7 million clients in over 145 countries with a catalog of over 23 million music assets in a wide variety of genres and languages. Downtown's service offerings support creators and businesses in all facets of the music industry including music creation, distribution, marketing, royalty collection, financing, accounting and payment services. Downtown clients can choose to opt-in for only the services they need, in any territory they want, for as long as they want, without having to give up ownership or control of their work.