# Bytedance SoundOn

- About

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Instead of letting traditional record labels capture all the financial upside when a song goes viral on TikTok, ByteDance created its own pipeline to discover, nurture, and distribute raw musical talent. The platform gives artists deep analytical insights into how their music performs in short videos, helping them understand their audience and capitalize on viral moments in real time. It is a seamless loop: artists get discovered on TikTok, distribute their music through SoundOn, edit videos using CapCut, and feed the entire ByteDance ecosystem right back to the top.

Read More: https://www.slashgear.com/2249007/brands-that-are-owned-by-bytedance/