



Yin Yue Tai and B2 announce the launch of *Electric Planet*

B2 to curate dance-music video discovery site on Yin Yue Tai's leading music platform

Beijing— January 3, 2019—

Yin Yue Tai, a leading Chinese music video platform, and B2 Holdings Ltd., the Hong Kong based talent management firm and record company, announced the launch of *Electric Planet*, a B2 curated EDM / Dance zone, exclusively available on Yin Yue Tai's website. B2 will curate a dynamic selection of international dance music videos, showcasing the most exciting music and artists from around the world to Chinese fans.

Electric Planet will launch on January 3 on Yin Yue Tai, with videos from superstars including Steve Aoki and Don Diablo. Additionally, videos from some of the most exciting established and emerging artists like Elohim, Glitch Mob, Sam Feldt and Cheat Codes will be featured at launch. *Electric Planet* will feature exclusive videos, only available on this channel. Exclusive videos at launch include the world premier of Chinese producer Silverstrike's "Fun", as well as new videos from Japanese DJ / producer iamSHUM, Brooklyn Shanti and more. New videos will be added every week on *Electric Planet*.

Zhang Dou, CEO of Yin Yue Tai, stated, "We are thrilled to launch *Electric Planet* with B2. As a talent management company deeply involved in dance music, and also the producer of the album series *Billboard presents Electric Asia*, B2 is ideally positioned to present Yin Yue Tai's users with an exciting array of new and interesting dance music videos from around the world."

Jonathan Serbin, CEO of B2, added, "Yin Yue Tai is a perfect partner for *Electric Planet*. With over 200 million dedicated music fans looking for interesting dance music, we hope to bring something special to this audience. We aim to present quality and discovery, rather than mere quantity of videos. We hope to create a special place where both mainstream and experimental artists can present their work to an engaged fan base."

* * *

About Yin Yue Tai

Yin Yue Tai is a major Chinese music video platform, with over 200 million registered users. Featuring videos from Asian and Western artists, the site presents the best music from around the world to Chinese music fans. From Chinese music, to K-Pop and J-Pop and Western music, Chinese fans rely on Yin Yue Tai's dedication to presenting the best and most current videos. See www.yinyuetai.com

About B2 Holdings Ltd.

B2 Holdings Ltd. is a Hong Kong-based talent management company, record label and entertainment advisory firm. B2 represents established and emerging Asian talent, as well as Western talent and music management companies seeking opportunities in Asian markets. B2 Music, B2's record label, focuses on presenting the best Asian music to an international audience, including producing the album series *Billboard Presents Electric Asia* and *Vibe presents Urban Asia*. See www.b2talentasia.com.

###