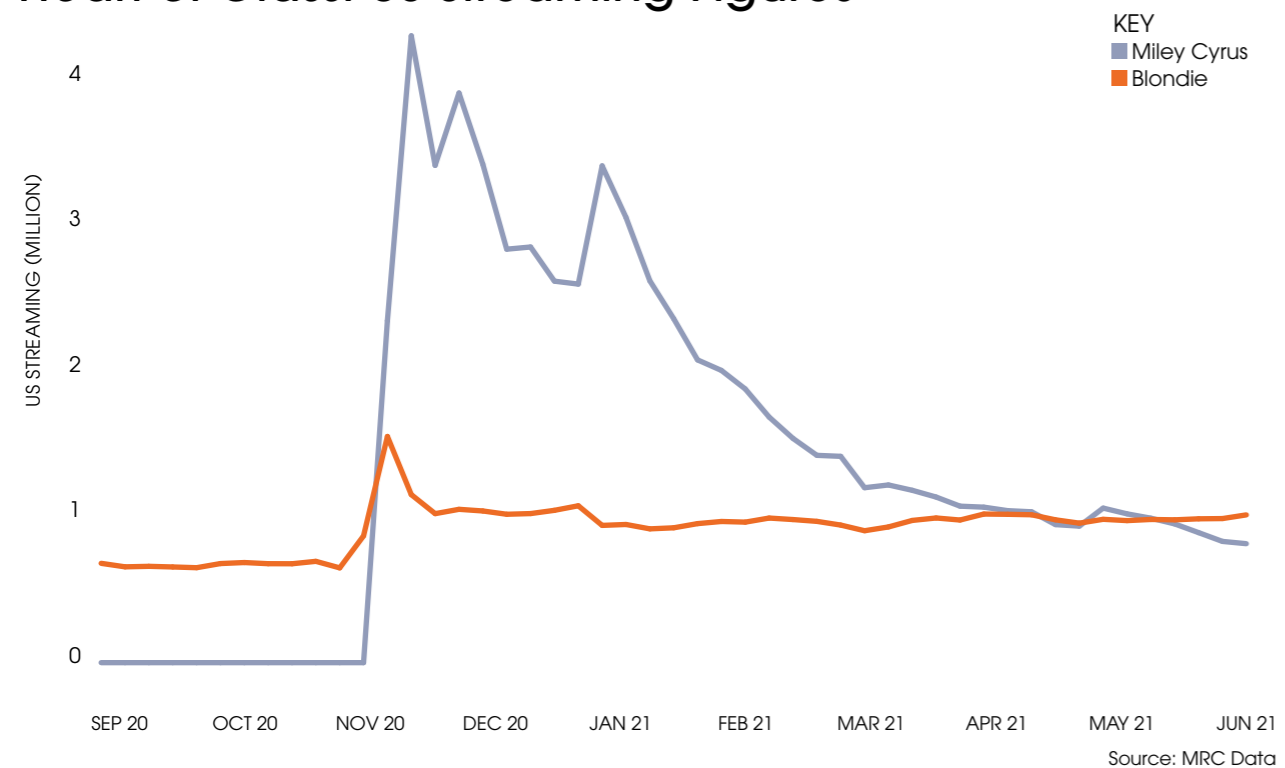


Turning Classics into Hits (All Over Again)

Blondie: Song Management reaching a new generation

- September 2020 saw the iHeartRadio Music Festival take place as a two-day virtual mega-concert, where Miley Cyrus emulated Debbie Harry's appearance and covered Blondie's 1979 hit **Heart Of Glass**.
- We reacted to this moment by introducing the managers of both artists to each other and created an opportunity for them and encouraged them to start collaborating.
- We worked with Blondie Management to introduce Blondie to TikTok and quickly generated content that merged the two songs to represent both the classic and the new interpretation of the Song. Hipgnosis benefits from all versions.
- The key was not to get Blondie and Debbie involved in any overly juvenile games, but instead to post the very best rock 'n' roll footage of the band at their most exciting. We also compiled classic footage of Debbie responding to other stories and posts. The *piece de resistance* was a mocked up photo of 1979-era Debbie with 2020-Miley having the time of their lives!
- The additional content helped fuel the interest and appetite in the Song, and the streams took off exponentially.
- The energy around the Song ensured that **Heart Of Glass** was added to Miley's **Plastic Hearts** album release in November 2020. Miley's version has now been streamed over 120 million times.
- Blondie's original recording of **Heart Of Glass** was being streamed at a steady 0.7 million streams per week (in the US alone) before Miley's version was released.
- After the release of the cover Song, Blondie's version saw an immediate 78% uptick in weekly streaming.
- 37 weeks later, the Blondie version is still streaming nearly 1 million streams a week, an over 40% increase on the pre-cover era. It is also showing a permanent uplift in streams post-campaign.
- Other recent examples of revenue uplift from covers of our Songs are: **Shallow**, originally performed by Lady Gaga and co-written by Mark Ronson and covered by Country music star, Garth Brooks; **Higher Love** by Steve Winwood, has been remixed by Kygo using unreleased Whitney Houston vocals and used at the Biden/Harris US election victory speeches in November 2020. Following this, the original version has seen a dramatic uplift.

Heart of Glass: US Streaming Figures



150m+
Streams of both the classic and contemporary versions

Cover included in Miley Cyrus' **Plastic Hearts** album released in November 2020

"Artist of the week"
Blondie in their debut on TikTok in November 2020