

Bringing Songs Back to Life: *Talking to the Moon*, by Bruno Mars

TikTok has the capacity to expose songs, extend their life for new generations to come and make them hits all over again by introducing them to a new audience.

Talking to the Moon, by Bruno Mars, is an example of a Song that has been brought back to life; part of the Hipgnosis Catalogue through both the Ari Levine (publishing share) and the Jeff Bhasker (writer share of performance) acquisitions, it was released in April 2011. Ten years on, following a TikTok 'moment' in March 2021, there has been a marked increase in consumption on YouTube and on the Streaming platforms.

The Song has seen a notable increase in US Streaming consumption, starting in March 2021 when a single TikTok post covering 24 seconds of the Song went viral.

Since then, creators globally have started their own trend using a clip from the Song: there are now over 460,000 TikTok posts associated with *Talking to the Moon*, with surges coinciding with the release of new content.

For example, a dance remix version ended up on YouTube, which, to date has been viewed more than

29 million times alone. The original clip that went viral in March 2021 has now been viewed 49.1 million times.

Talking to the Moon entered new charts in 2021 and also entered the Billboard Global 200 chart where it spent 27 weeks, peaking at Number 57 in May 2021, an impressive feat for a 2011 song. It has now been listened to over 750,000 times on Spotify alone.

In early November 2021, Sam Tompkin's cover of *Talking to the Moon* was sampled by rapper, Jnr Choi. The sampled version, *To The Moon*, went viral on TikTok as well as topping Spotify's Viral Hits playlist and landing a Top 10 spot on the Billboard Hot R&B/Hip-Hop Songs Chart. The original Bruno Mars song peaked once again at almost 7 million weekly streams across all DSPs in the US alone (below).

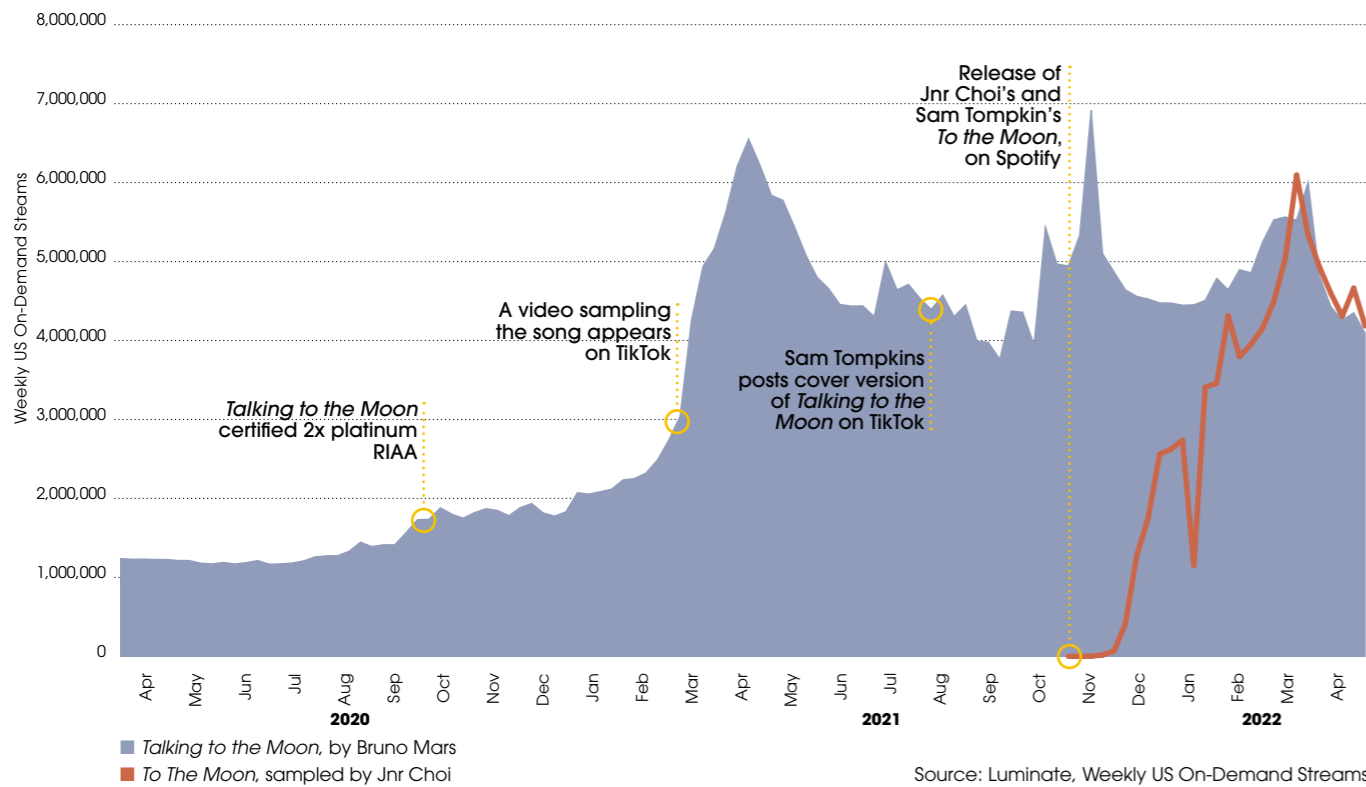
Hipgnosis has its own TikTok channel and has created a platform in which to showcase the Songs and their creations.



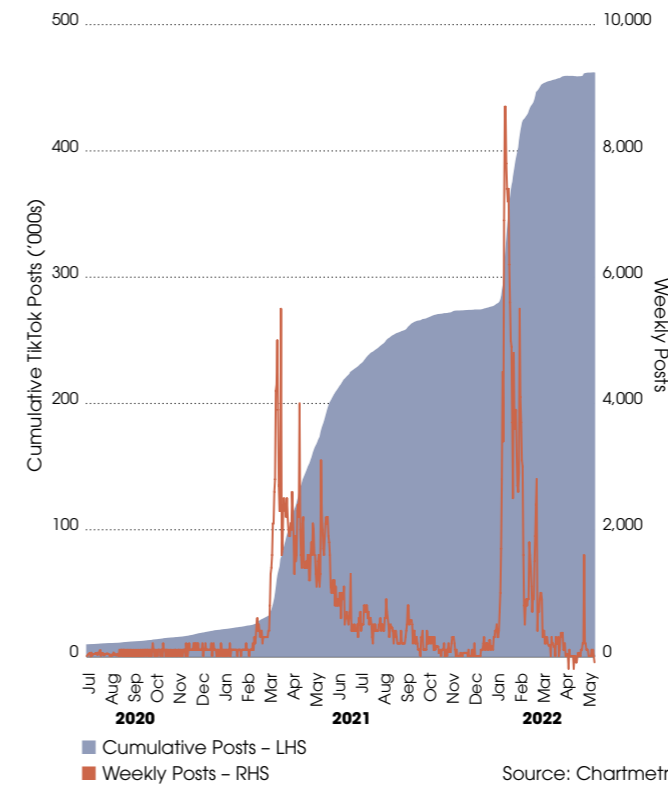
Talking to the Moon by Bruno Mars was released in April 2011 and is part of the Hipgnosis Catalogue though both the Ari Levine and Jeff Bhasker catalogues.

By owning a share of the publishing and writers share, Hipgnosis benefits from royalty receipts generated by the success of sample and cover versions of the 2011 original.

US Streams for *Talking to the Moon* and *To the Moon*



TikTok activity for *Talking to the Moon*



Global Spotify figures for *Talking to the Moon*

