

Knight Bridge Investment Consultants Limited – Announces Planned Access to Tencent Music Entertainment IPO in New York

It was announced just a few days ago, Tencent Holdings Ltd plans to list its music streaming service in New York before the end of 2018.



Contact Knight Bridge Investment Today to Find out More About Tencent's IPO

HONG KONG, HONG HONG, HONG KONG, July 10, 2018 /

EINPresswire.com/ -- [Knight Bridge's](#)

purpose is to provide access to

alternative investment strategies for clients seeking to achieve a diverse and profitable portfolio. Today's asset allocation landscape is more than just equities and bonds. Our goal is to keep our clients fully informed as to the different alternatives available in today's climate, maximizing returns and allocating investment products for long-term results that support clients' retention for their investment cycle.

It was announced just a few days ago, [Tencent Holdings Ltd](#) plans to list its music streaming service in New York before the end of 2018. It is with great pleasure that Knight Bridge Investment can also confirm that they can provide access to this IPO for retail and new clients.

Tencent Music Entertainment IPO Details – What we Know so Far.

Tencent Holdings Ltd.'s plan to spin off its online-music business and list shares in the U.S. is the latest sign that the long-beleaguered recording industry is staging a comeback.

The move will let American investors bet on the Chinese market for music-streaming services, which have brought new life to a business that's been plagued by piracy. Tencent's growth in China also mirrors inroads by partner Spotify Technology SA in the U.S., where streaming has helped music sales grow at their fastest rate since the 1990s.

For record labels, the resurgence has helped them rebuild after years of decline. The demise of physical media and free-downloading sites ravaged the industry. And the arrival of iTunes and legal downloading options in the early 2000s did little to stem the slide. But now streaming appears to have given music sellers a formula they can live with.

Tencent, China's largest social media and gaming company, is still working on terms of its spinoff proposal, which it announced in a filing to the Hong Kong stock exchange Sunday.

The announcement follows a similar move by Tencent last year in Hong Kong with its online reading business, China Literature Ltd. Its music platforms -- QQ Music, KuGou and Kuwo -- are becoming important vehicles for pop stars such as Katy Perry and Rihanna to reach a Chinese audience, alongside homegrown artists like Jason Zhang and Joker Xue.

Content Empire

Tencent Music Entertainment Group had picked banks to advise on a planned initial public offering in the U.S. that could raise at least \$1 billion, people with knowledge of the matter told reporters in May.

Tencent has the advantage of a fully developed entertainment and content empire that encompasses the ubiquitous WeChat messaging app, games, video-streaming, a karaoke app and content-licensing deals with more than 200 international and domestic record companies. But like perennial rivals Alibaba Group Holding Ltd., Baidu Inc. and Netease Inc., Tencent must still contend with the rampant piracy that's eroding the industry's profits.

It also counts Stockholm-based Spotify as an investor, but the two companies may increasingly become rivals. While they don't compete directly in China, Spotify challenges Tencent in regions such as Southeast Asia.

Spotify went public earlier this year and currently has a market value of \$31 billion. In May, the Financial Times said Tencent Music Entertainment's listing could value the company in excess of \$30 billion. Valuation could partly depend on where Spotify was trading at the time, the paper said.

In the U.S., recorded music sales rose 17 percent to \$8.5 billion last year, with streaming accounting for almost two-thirds of the total, according to the Recording Industry Association of America. China figures for digital media sales alone look set to grow significantly over the next 4 years. With a market of roughly \$1 billion this year, it is set to increase 20% year on year over the next 4, bringing with it huge revenues for a company that holds 3 out of the 4 most popular apps in this sector.

To find out more about where [Knight Bridge Investment Consultants Limited](#) sees value within the Chinese digital media sector and to find out how you can get involved with the Tencent Media Entertainment IPO, visit www.knightbridgeinvestment.com or contact us at info@knightbridgeinvestment.com for further information.

Charles Wi
Knight Bridge Investment Consultants Limited
+852 580 89894
[email us here](#)

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.