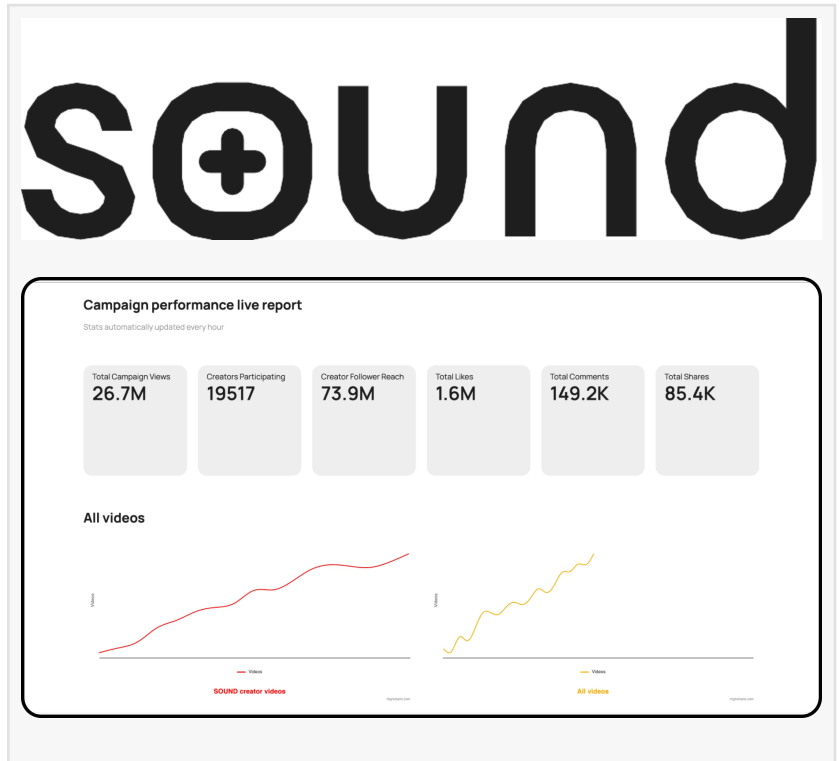


Sound.me Reaches 3 Million Creators as Music Marketing Shifts to Pay-Per-Post Creator Campaigns

Sound.me reaches 3 million creators in 61 countries on TikTok, Reels & Shorts

LOS ANGELES , CA, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- [Sound.me](https://sound.me) (<https://sound.me>), the user-generated content (UGC) marketing platform that pays creators to [promote music through short-form video](#), today announced its creator network has reached 3 million registered creators across 61 countries. Those creators have now produced more than 1.5 million completed campaign videos across 16,000+ campaigns for over 4,100 artists, record labels and brands — marking a structural shift in how music is marketed: away from interruptive advertising and toward authentic videos made by real creators.



Sound.me operates a two-sided marketplace. Artists, labels and brands launch budget-based campaigns and pay only for approved posts and the views they generate. On the other side, the 3-million-creator network applies to daily paid campaigns, makes videos using the sponsored sound on TikTok, Instagram Reels or YouTube Shorts, and cashes out via PayPal — with no follower minimum to join. [Full platform statistics](https://sound.me/sound-me-by-the-numbers) are published at <https://sound.me/sound-me-by-the-numbers>.

"Artists used to buy ads and hope; now they fund real creators and watch the videos arrive," said Alex Akimov, founder of Sound.me. "Three million creators — and the 1.5 million videos they've already made — prove the pay-per-approved-post model scales: for a major label seeding a single, and for an independent artist with an \$80 budget getting their first fifty videos."

Unlike playlist-pitching and curator-submission services, Sound.me is built specifically for creator video. Every submitted video is reviewed before it counts toward the campaign budget, and



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*Alex Akimov, Founder of
Sound.me*

creators are paid per approved post rather than per negotiated deal — a model that has earned the creator app a 4.5-star App Store rating from roughly 1,400 reviews. Sound.me campaigns have been featured in Billboard, Forbes and Esquire.

The milestone comes as short-form video cements itself as the primary discovery channel for new music, with trending sounds on TikTok, Reels and Shorts driving streaming, chart and playlist outcomes — and as both listeners and AI-powered search increasingly surface platforms with proven, verifiable creator networks.

Alex Akimov

Sound LLC

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