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## **Epidemic Sound announces AI-powered Studio to instantly soundtrack videos and empower creativity**

- Through AI, Studio is the first soundtracking tool to seamlessly match and place both sound effects and human-made music in videos, providing an instant, cohesive soundtrack
- Powered by audio from Epidemic Sound's world-class artists, Studio saves creators time, providing a first draft of a soundtrack for use, inspiration or refinement
- Studio will become the core Epidemic Sound interface, bringing together tooling, inspiration and sound design into one intelligent, seamless, safe soundtracking hub, while ensuring artists are compensated and their work is distributed through creator content

**Lisbon, Portugal – Web Summit, November 11, 2025** – Today at Web Summit Lisbon, [Epidemic Sound](#), the global soundtracking platform announced the launch of Studio, an AI-powered workflow that instantly delivers a first draft of a cohesive soundtrack of both music and sound effects for creators' videos. Studio marks Epidemic Sound's next step to build an integrated soundtracking platform that enhances the creator experience, provides essential peace of mind, and ensures distribution and remuneration for artists.

Studio is the first AI-powered soundtracking tool that enables content creators to instantly match and place both human-made music and sound effects seamlessly within their video. The soundtracks feature music from Epidemic Sound's world-class artists, Hollywood-grade ambient noises to establish background atmosphere, and foley sound effects to heighten actions such as breaking glass. The output can then be uploaded to video editors for use, inspiration, or further refinement.

“We know that soundtracking even a short, one- to three-minute video can take creators up to five hours, which often means sound effects are overlooked,”

**commented Epidemic Sound Chief Product Officer Sam Hall.** "Studio eliminates this time barrier, enabling creators to harness the full potential of audio to elevate the quality of their content and focus on truly bringing their vision to life. And this is just the beginning; Studio lays the foundation for an intelligent, unified soundtracking hub built on Epidemic Sound's clean AI music models designed to champion and enhance human creativity."

After a creator uploads their video, Studio uses AI and data insights, informed by contextual patterns from over 3 billion daily plays across online platforms, to analyze its content and instantly deliver a cohesive, legally safe soundtrack seamlessly synced to the visuals, as well as alternative music and sound effects options to choose from. Studio provides content creators with a faster, smoother creative workflow, while ensuring [artists continue to reach new audiences and earn from their craft.](#)

"The soundtrack makes or breaks a video, but getting it right can take so much time. Studio makes that part of the process easier," **added YouTuber and videographer [Matt Yutoshi.](#)** "It captures the emotion that enhances the story, while keeping me in control creatively. I don't have to worry about licensing or endless searching, and the artists still get the credit they deserve."

"We believe AI should empower, not replace, human creativity. Studio embodies that belief, giving creators more time and freedom to focus on their stories while continuing to help artists reach an audience and earn from their craft," **said Epidemic Sound Chief Executive Officer Oscar Höglund.** "Studio is another significant step toward our vision of a world where AI and human artistry work hand-in-hand, unlocking new ways to create, collaborate, and connect people through storytelling."

Studio follows the launch of Epidemic Sound's soundtracking [Assistant](#) and the music adaptation tool, [Adapt](#), which expanded artist remuneration through an additional bonus pool while powering creators with the ability to easily edit, shape, and customize music for their content.

To try Studio, visit [www.epidemicsound.com](http://www.epidemicsound.com).

### **Epidemic Sound at Web Summit:**

**Panel:** On November 11 from 3:10 to 3:30 pm, Epidemic Sound's Co-founder and CEO Oscar Höglund will be speaking on the panel "[The creator playbook: How to stand out in today's media era](#)". Together with creator economy frontrunners Jenny Hoyos, Steve Wright, and Christian Rôças, Oscar will discuss how to succeed as a creator and brand today, and the role that music, AI, and human creativity will play in the next era of creativity. Watch it live at the Marketing Stage (stage 15) in Pavilion 5.

**Booth experience and live demos of Studio:** Epidemic Sound will present live demonstrations of its new AI-powered soundtracking tool, Studio, at its booth (Pavilion 4, E464). Attendees will be among the first to experience the new technology. In addition to the Studio demos, visitors will have the opportunity to explore the company's latest music releases and meet with company representatives throughout the event.

**For more information and if you want to schedule an interview with Oscar at Web Summit, please contact:**

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### **About Epidemic Sound:**

Epidemic Sound is a global leader in music and sound for content creation, offering an extensive catalog that's heard over 3 billion times every day. Its user-friendly licensing model allows brands and creators to access music with full usage rights while providing tools to elevate their content. Epidemic Sound partners with artists across all genres, providing them with financial support through a 50/50 royalty split, upfront payments, and bonuses. Artists can also

explore multiple projects simultaneously, making Epidemic Sound a flexible and artist-centered platform.