



# Mewpot Service Introduction

As of Dec 2024, the total number of subscribers across our YouTube channels, which are protected by copyright, has **surpassed 400 million.**

**Contact**  
**Contact@mewpot.com**



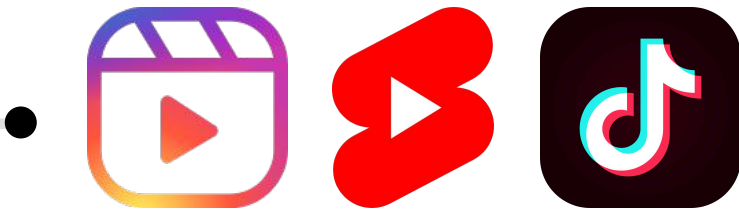


# The Journey of Mewpot

- Launched Mewpot, a BGM platform with copyright protection

2020

Secured investment from MeshUp Ventures



2021

Released short-form exclusive music for Shorts, Reels, and TikTok

Passed the main TIPS Project

- Achieved 100,000 cumulative sign-ups

2022

Initiated All-in-One service with the release of templates, video&font sources



Secured investment from Blue Point

2023

Entered into agreements with major partners such as Samsung, CJENM, and Naver subsidiaries



Achieved 780,000 cumulative sign-ups

Launched AI image sources

2024

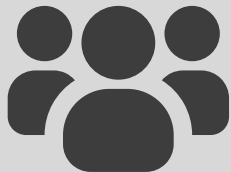
Achieved 400 million cumulative YouTube subscribers




# Mewpot CAGR (2020 ~ 2024)

## 79% Growth


Cumulative Number of Registered Users Growing with Mewpot

  
780K+


Cumulative YouTube Subscribers of Channels Using Mewpot

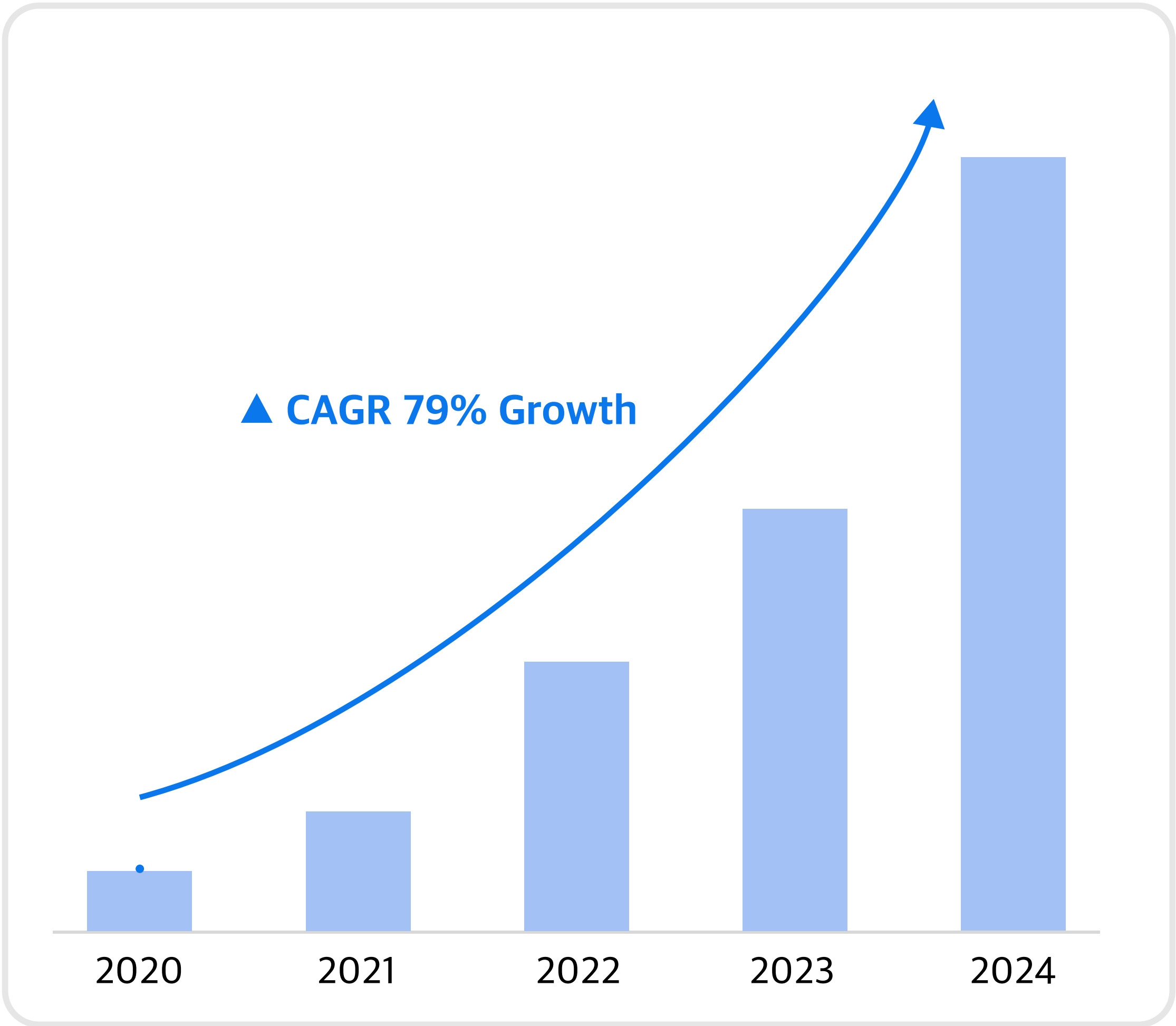
  
400M+

Cumulative Number of Source Downloads Selected by Users

  
2.73M+

Number of Trendy Video Sources Produced and Composed by Mewpot

  
22K+



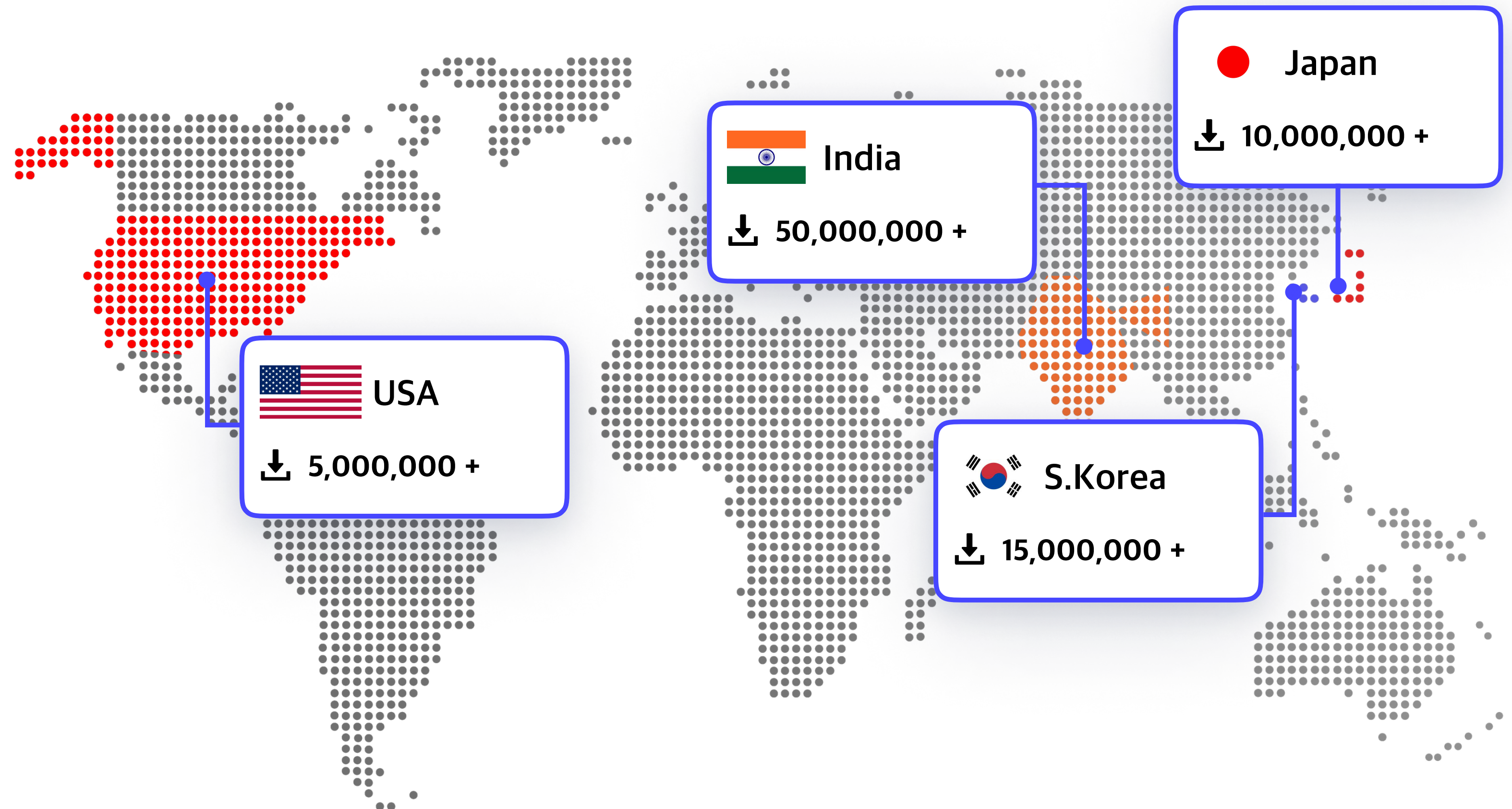
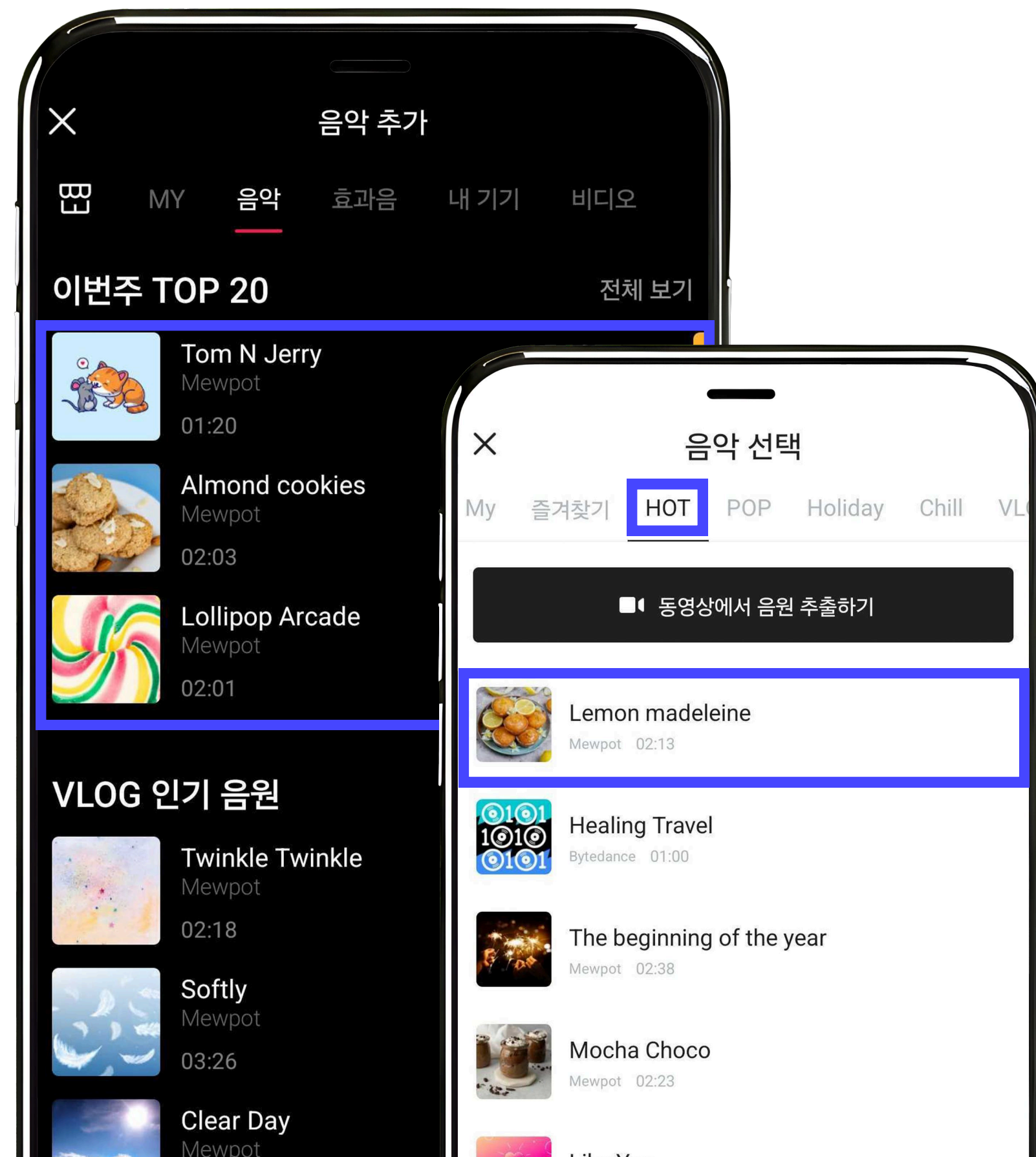


# Global Download Status of Mewpot Music in Snow and VITA, Subsidiaries of the Korean Conglomerate Naver



Data as of May 2024 based on VITA

| Mewpot Music in VITA and SNOW

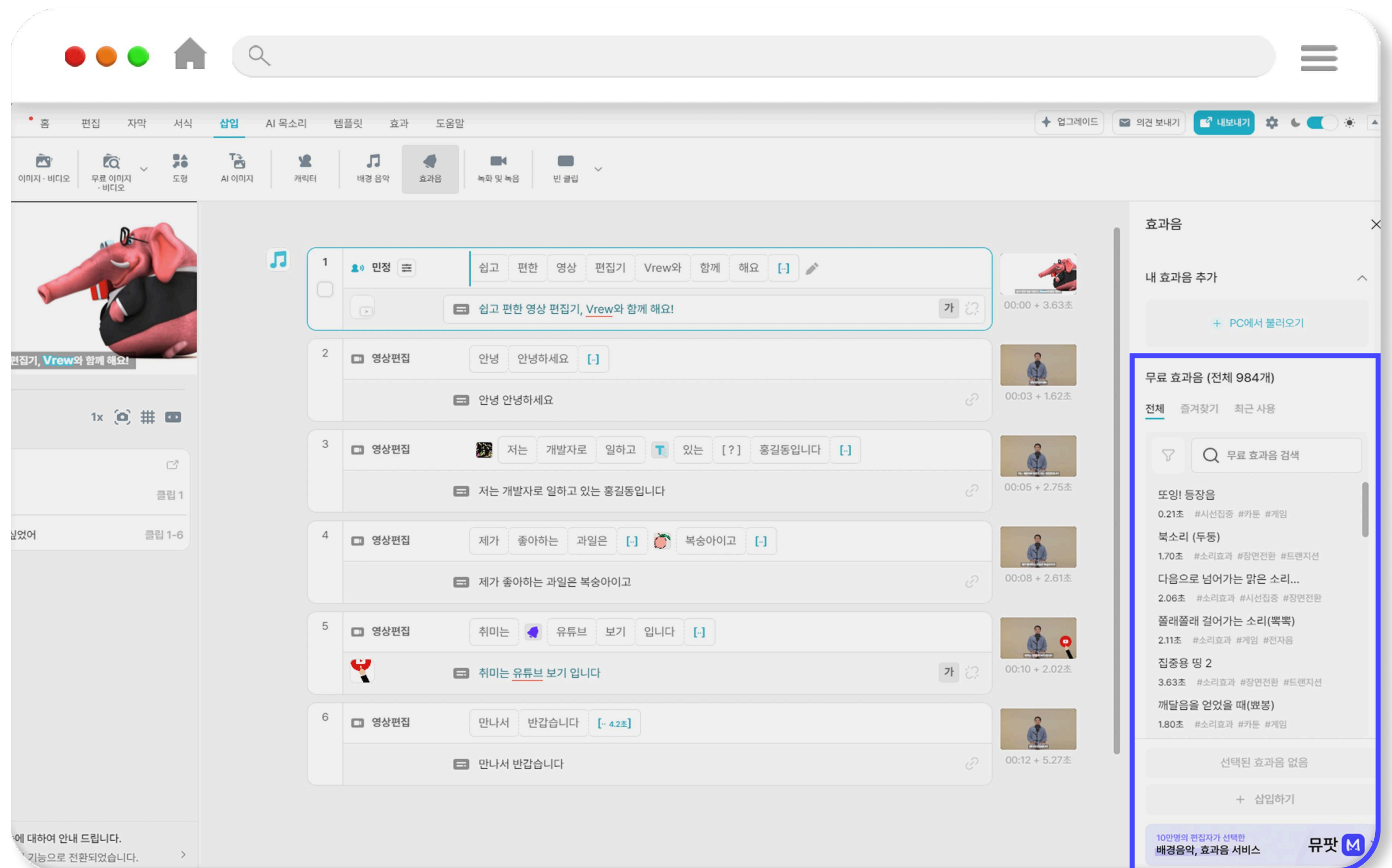




# Leading AI Subtitle Editing Tool, VREW: 1250 Audio Tracks in Use

Through an excellent partnership with VREW, Mewpot provides unparalleled audio solutions to various content creation tools.

By offering 1250 high-quality audio tracks through VREW, users can easily and quickly edit videos with subtitles.





# Comparison of Our Service with Competitors

	Mewpot	Other Domestic Background Music Services (Company S, Company B)
Background Music	Monthly Updates with 100 Trendy Tracks	O
Sound Effects	Supports Search for SFX and Various Textures	O
Fonts	O	X
Copyright Protection (CID Registration & Mgmt.)	O	△
Video Sources (Subtitle Templates, Transitions, etc.)	O	X
AI Images	O	X



# ALL-in-One Platform for Creators, Mewpot

Mewpot is an online platform that provides copyright-free music, offering a music library service for video creators.

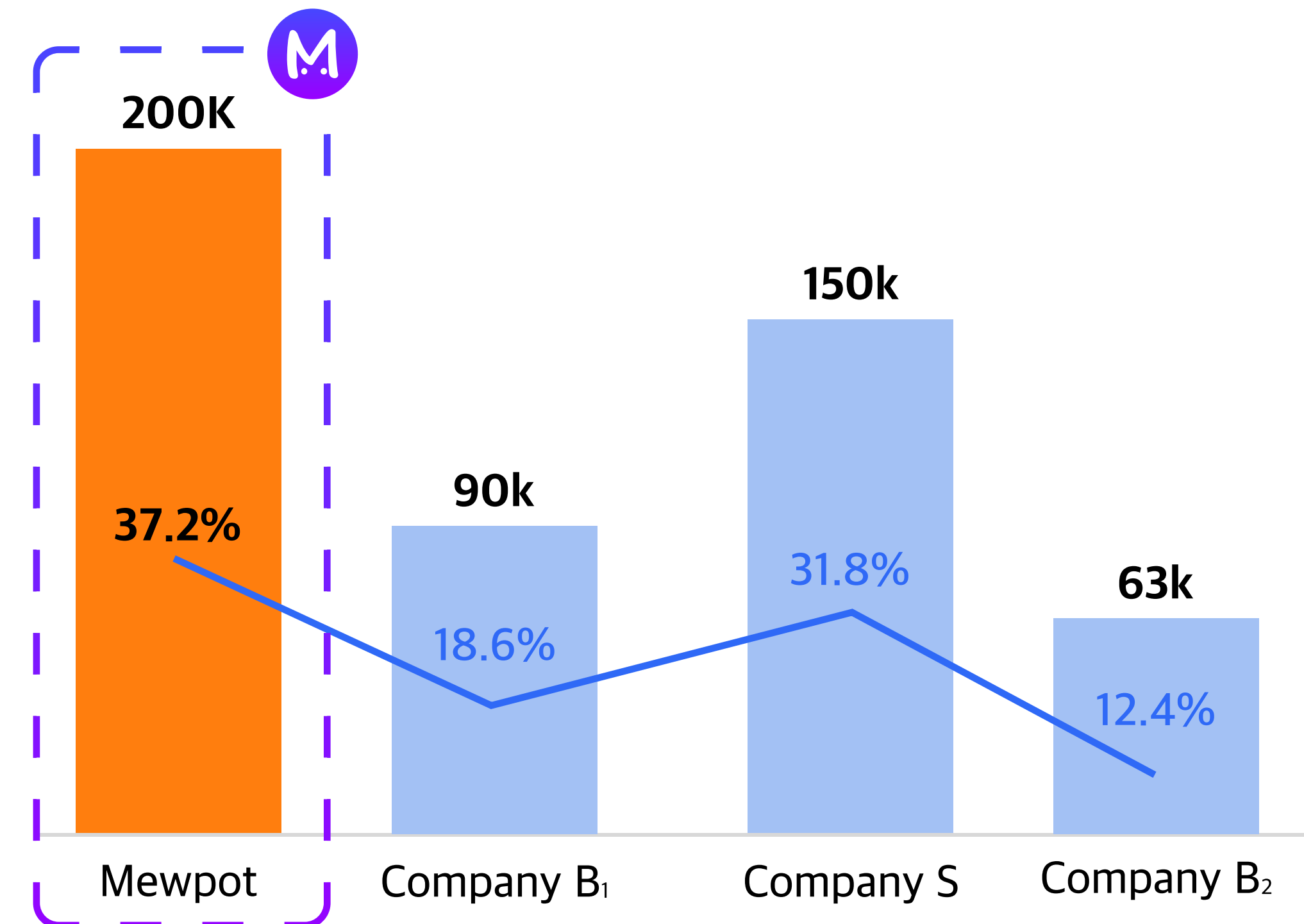
It primarily provides music for video creators, content creators, YouTubers, and other digital content creators.

As of the first quarter of 2024, Mewpot recorded approximately 200,000 visits in South Korea, ranking first in traffic among similar services.

During the first half of 2024, Mewpot saw an increase of 200,000 registered users, bringing the total to 530,000 users, establishing itself as the leading background music licensing platform in South Korea.

Source : Similarweb 2024.1Q

Traffic Total visits, [Country Traffic Share](#)





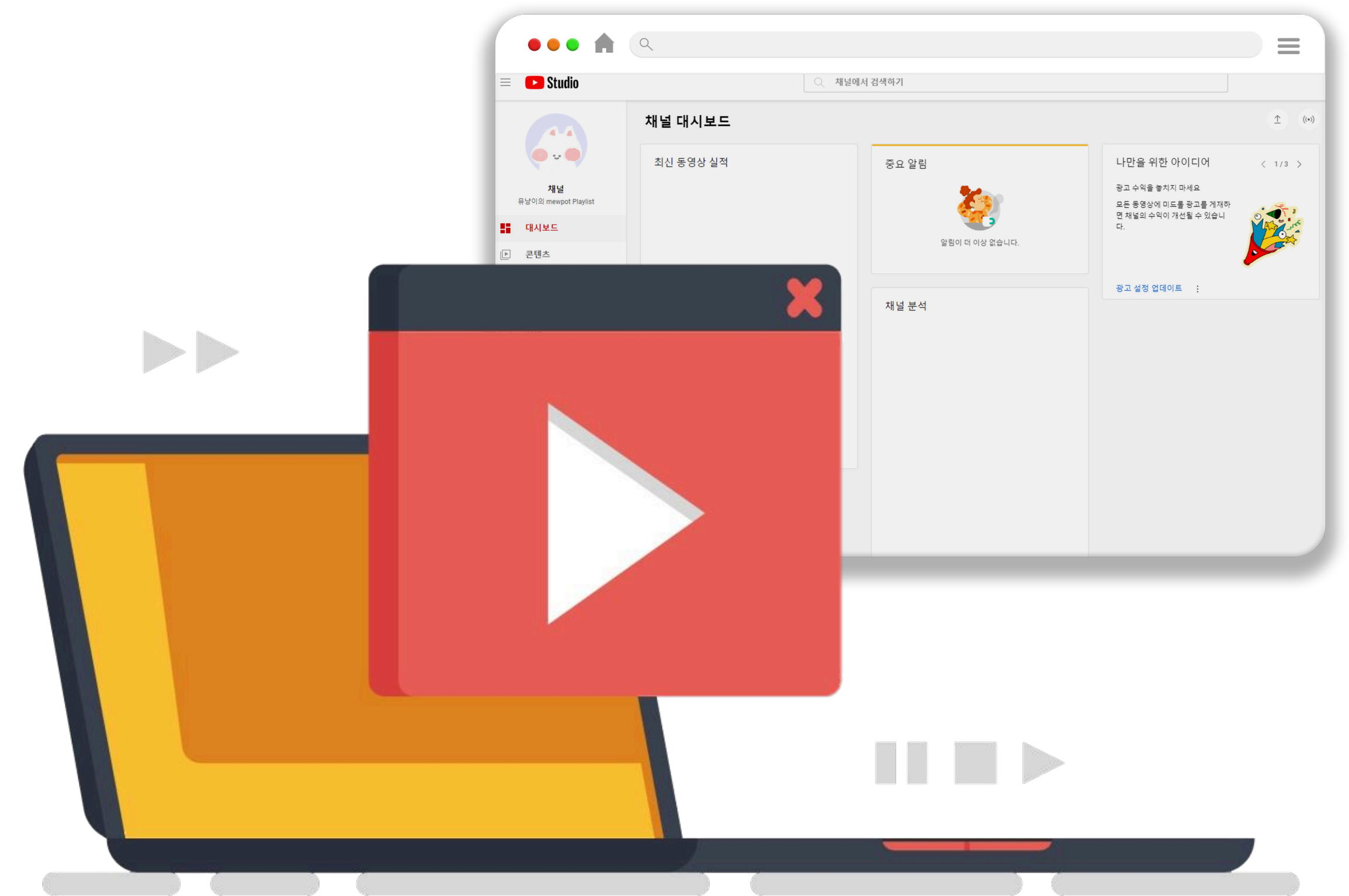
# Leave **copyright** matters to Mewpot! We manage them responsibly.

Mewpot's self-produced tracks are certified works registered under internationally recognized copyright licenses.

Mewpot registers its music through distributors and provides secure copyright protection via Content ID management by YouTube certified experts.

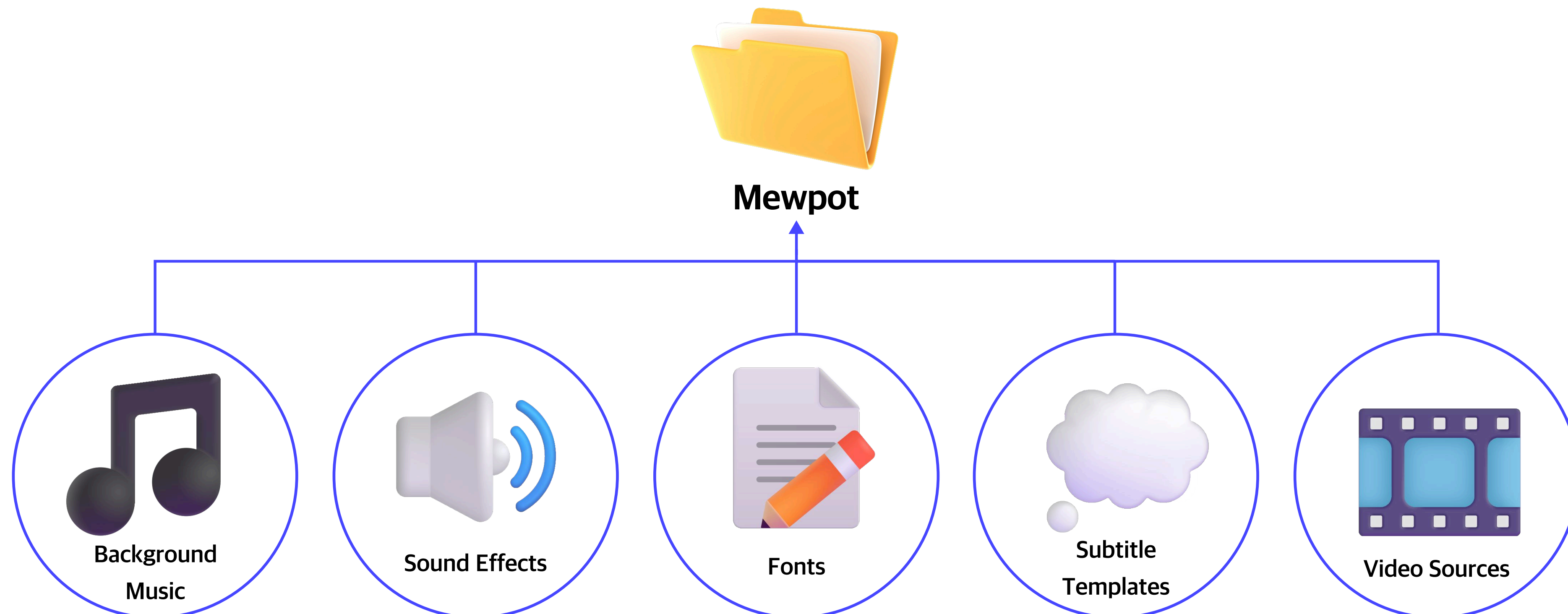
We review ownership claims of music in advance to comply with YouTube guidelines and ensure accuracy.

Additionally, we protect music rights by identifying and resolving rights conflicts and disputes quickly and efficiently in real time.



# Save the **cost** and **time** needed for editing.

Don't subscribe separately to background music, sound effects, subtitle templates, and fonts!  
Mewpot's All-in-One service covers everything with a single subscription.





# Anyone can easily and quickly search for music

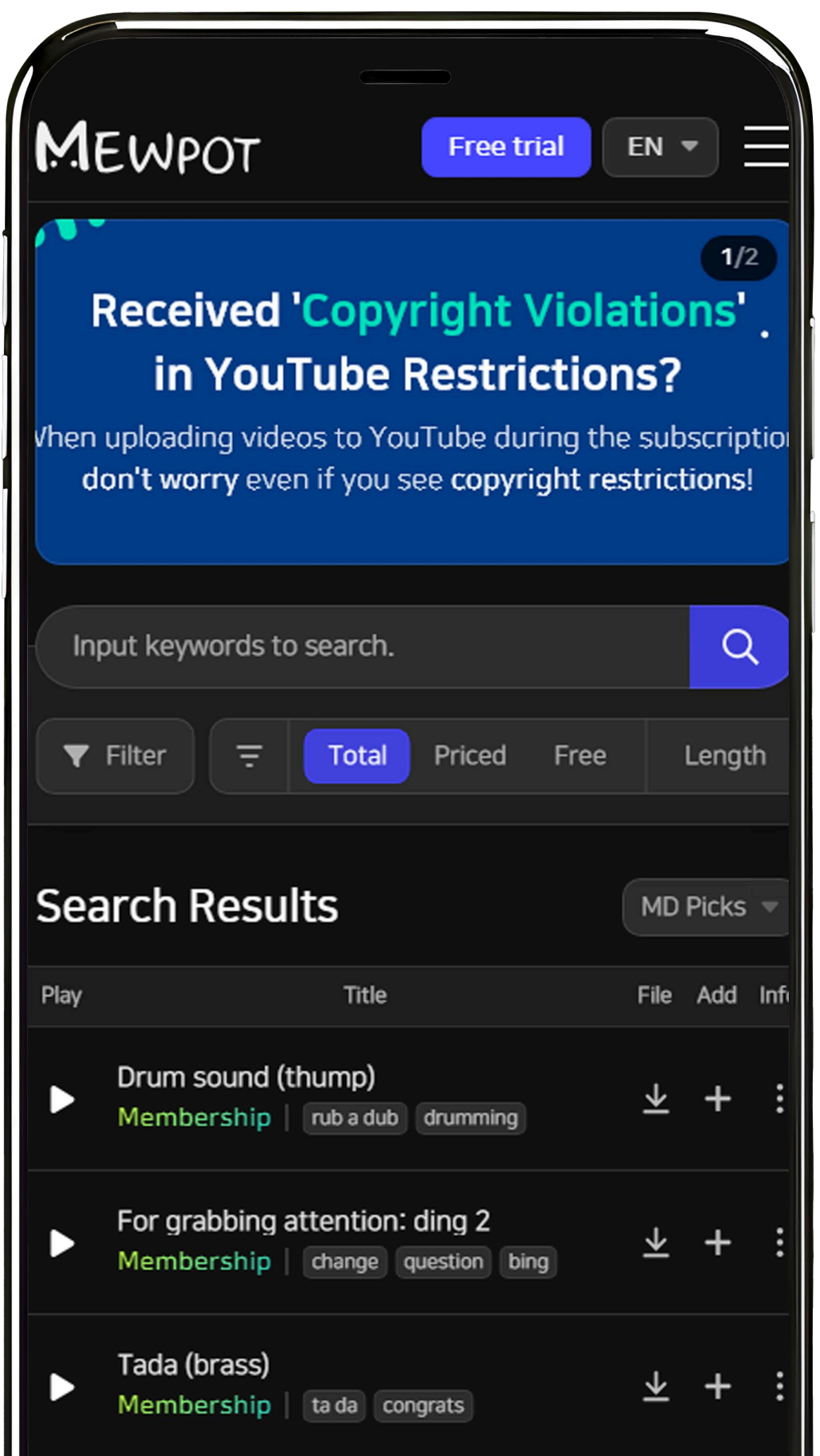
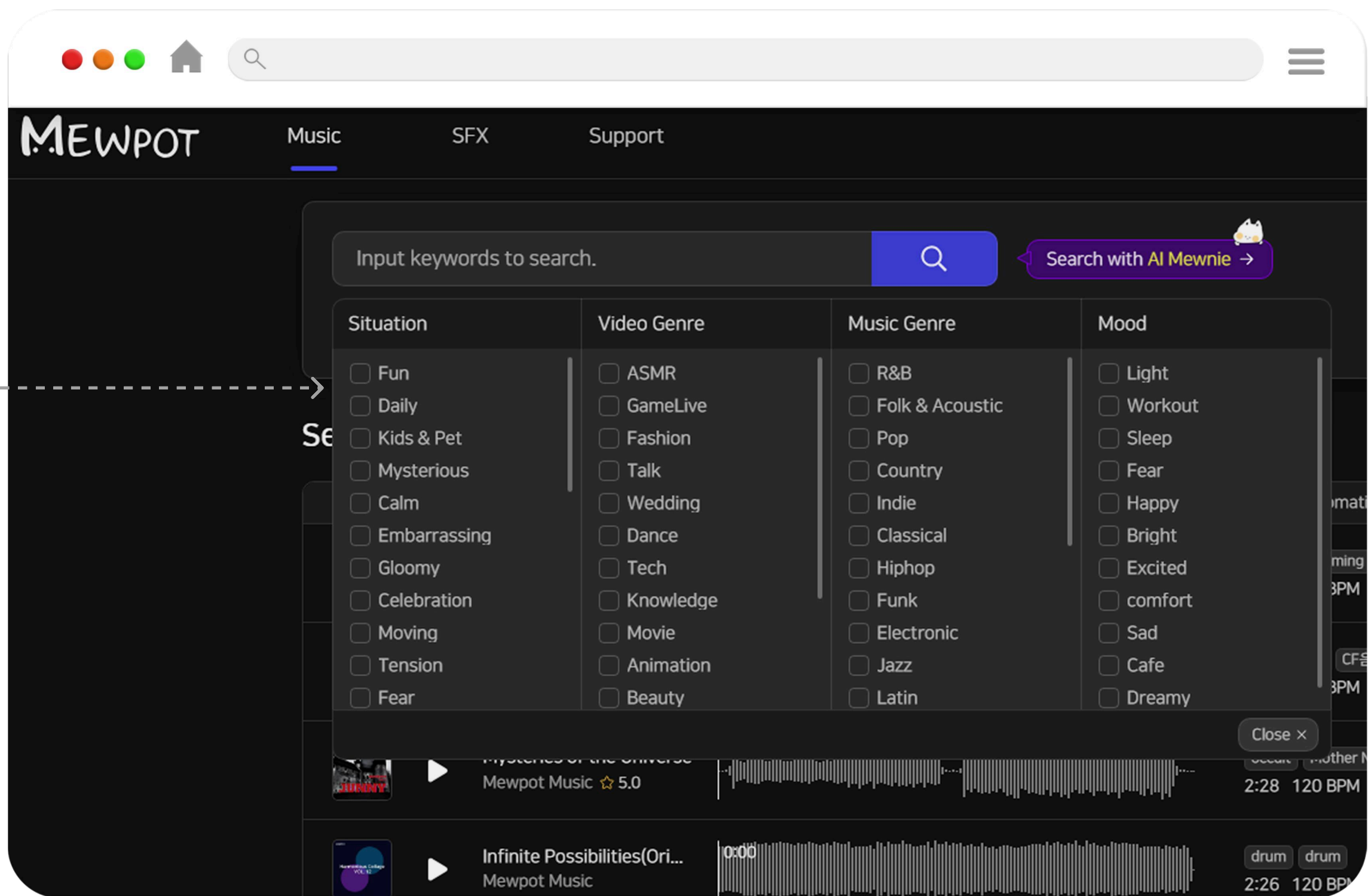
## Custom Categories for Video Editing

You can freely use four types of categories based on the theme, video genre, music genre, and mood of the video. With seamless playback and an editor-friendly UI, you can quickly listen to the introduction and select music.

Set Your Own Music Categories

Offers 9 major categories and 130 subcategories

Intuitive Search for Music Titles, Sound Effects, and SFX





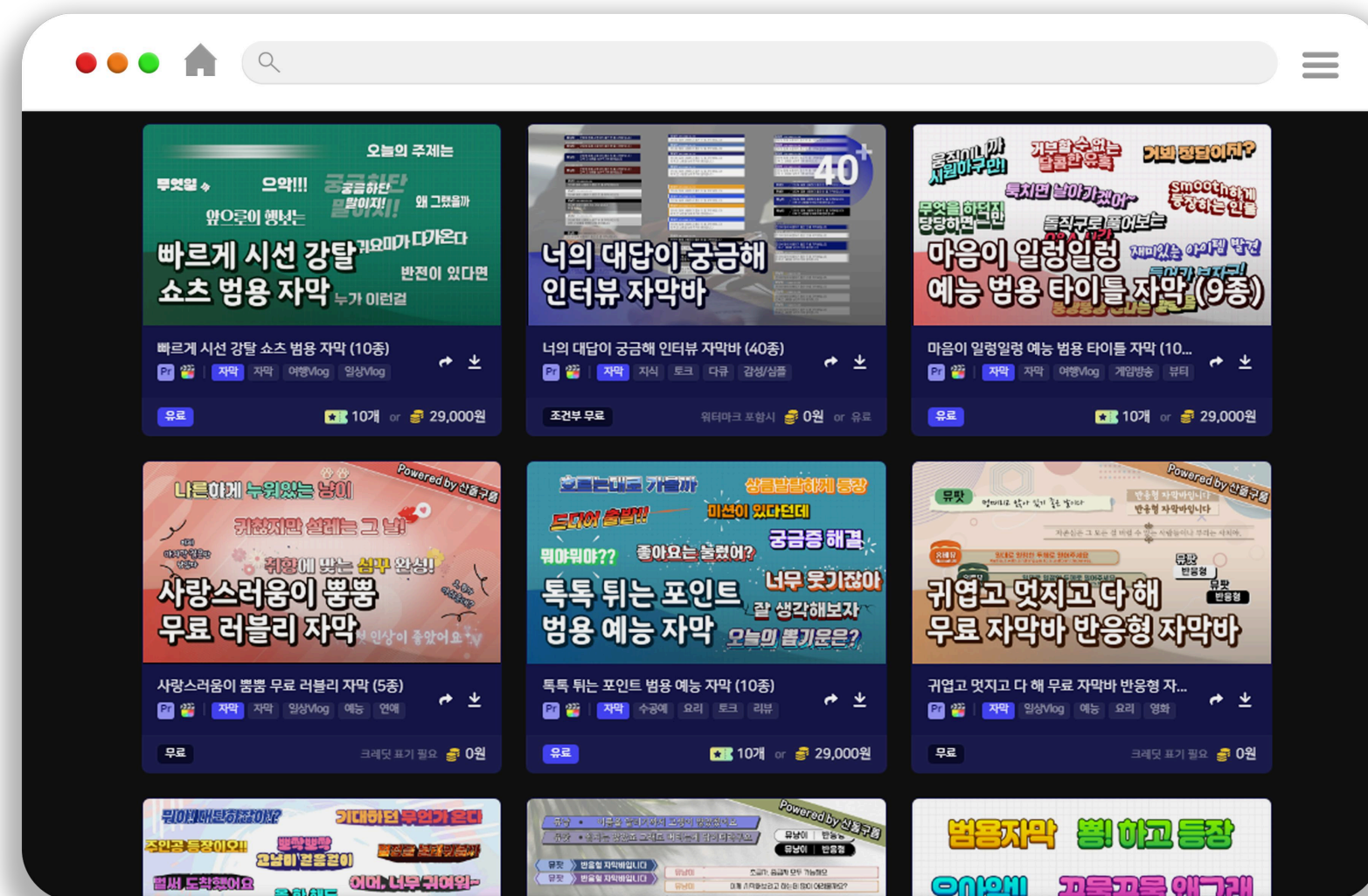
# Video Sources Most Sensitive to YouTube Trends

The key to increasing video engagement lies in the edited videos provided to viewers.

Mewpot is fully committed to creating video sources that real editors and YouTubers want to use immediately.

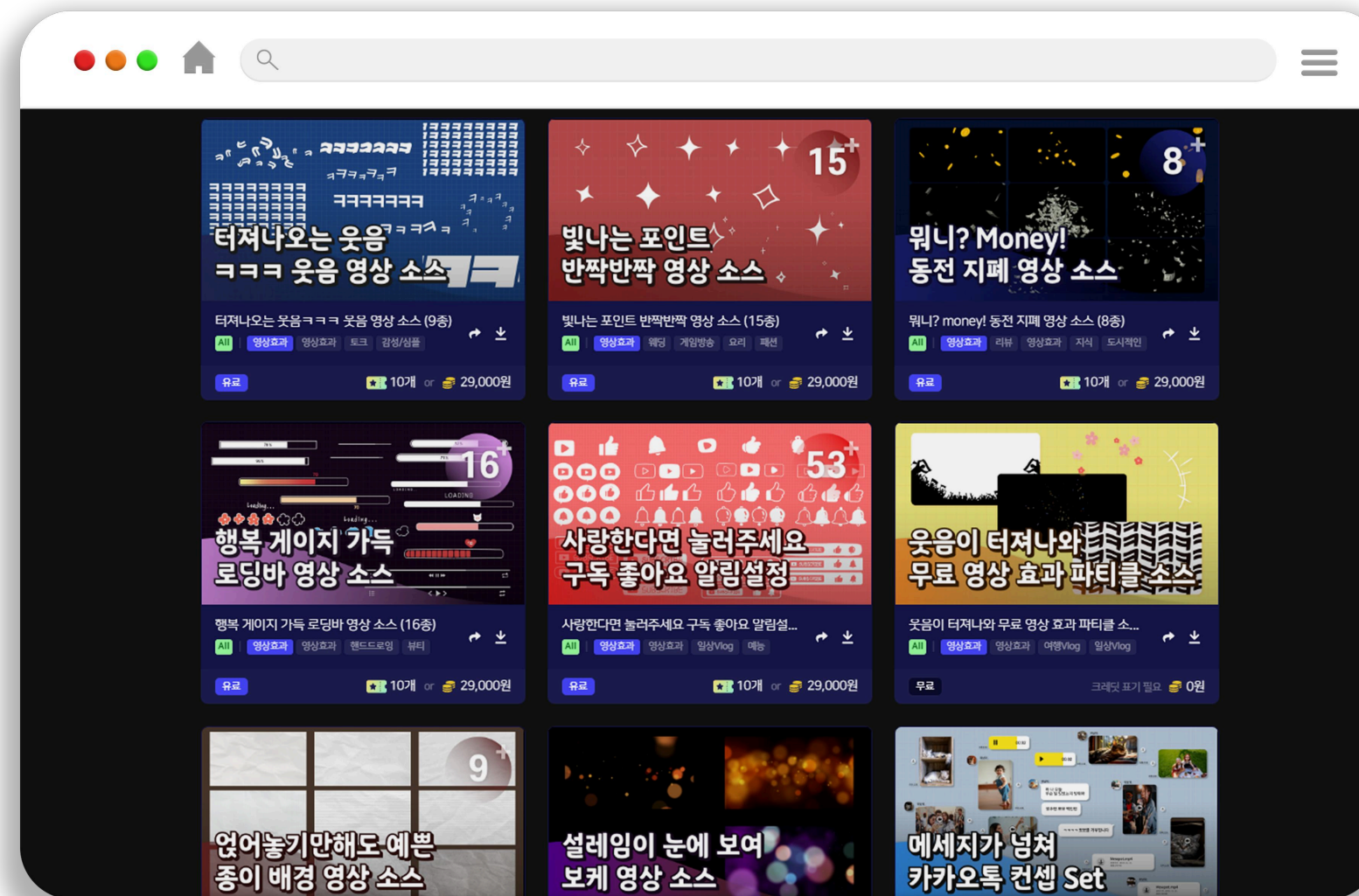
## Subtitle Templates

Quarterly Trends, Theme Template Production



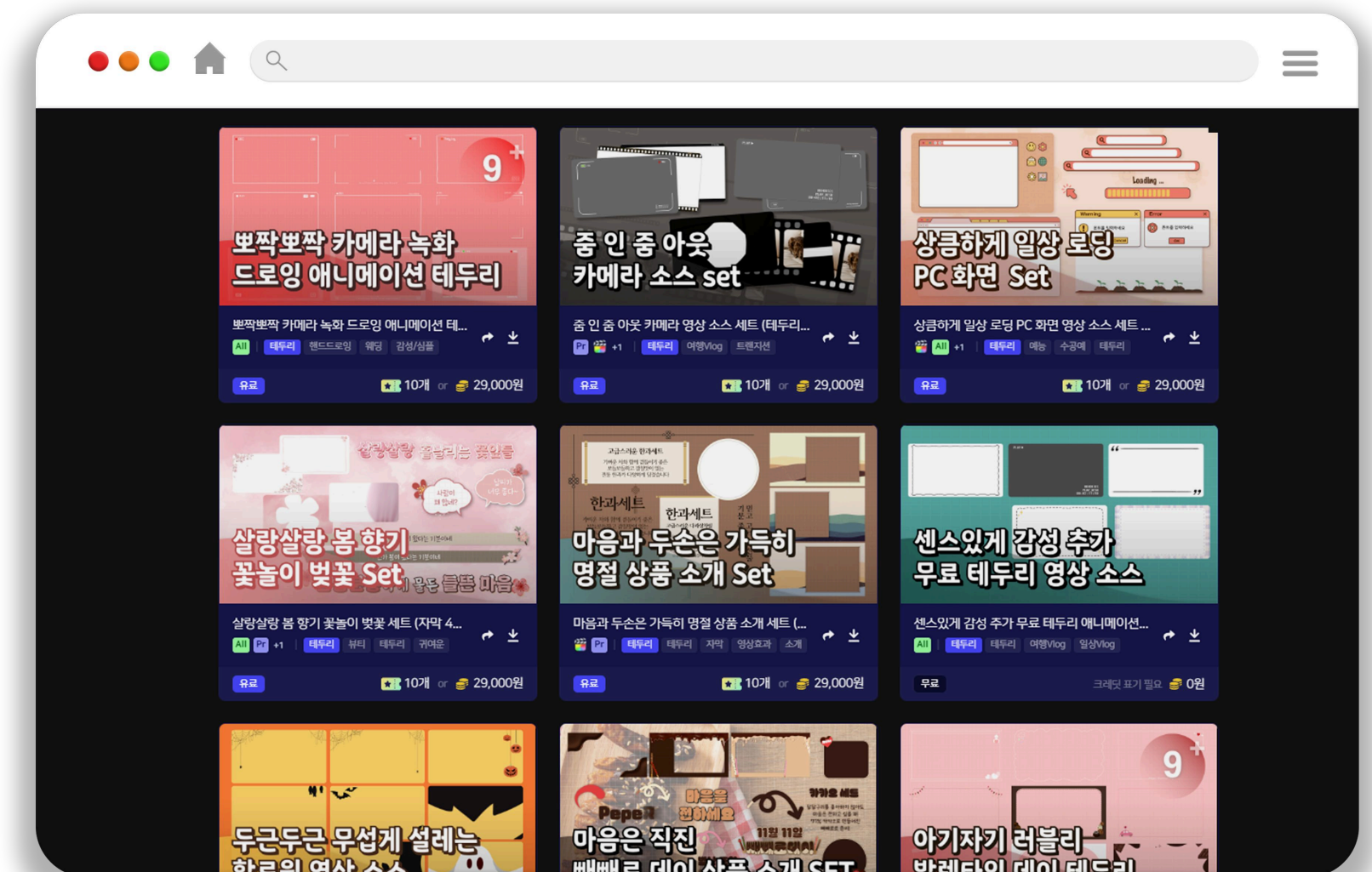
## Video Sources

Particles, Overlays, Motion Graphics



## Video Borders

VHS, Adorable, Themed Borders





# Clients and Partners with Mewpot

Based on trust and innovation,  
Mewpot is growing with many clients through excellent partnerships.



# Creator & Corporate Client Reviews

## “Creating content that editors need.”



**떡진밥**

“A place to find your own signature BGM.”

요즘 유튜브를 보면 특정 방송인들 이름들을 타이틀로 달고 있는 BGM이 나 효과음들이 꽤 있어요.

이처럼 사운드적인 요소가 크리에이터의 정체성을 보여준다고 생각하거든요.

뭔가 너도 나도 쓰는 그런 무료 음원들, 유튜브 무료 음악으로는 어려울 것 같아 뮤팟을 찾게 되었고, 만족하며 사용하고 있습니다.



**임다**

“I think a service like Mewpot is a master key for YouTube beginners.”

개인적으로 코믹 카테고리가 가장 저한테는 활용도가 높았어요.

유튜버에게 가장 큰 게 음악, 효과음뿐만 아니라 영상소스나 폰트 등 소스들의 준비인데, 하나하나 구하려하면, 손도 많이 가고 상당히 어려운 작업이 될 수 있어요.

이런 소스들을 뮤팟에서 한 번에 제공 해줌으로써 좀 더 능숙한 연출을 돕고 많은 구독자분들과 호흡하고 공감할 수 있는데 큰 역할을 뮤팟이 도와주고 있는 것 같아요.



**에디터랩 서버장**

“The neatly organized categories were really helpful for editing.”

뮤팟 소스는 뭔가 달랐어요.

유튜브나 구글에서 찾을 수 있는 무료 배경음악들은 모두가 사용하다보니 이제 거의 비슷비슷하고 자칫 잘못 사용하게되면 외주 영상에 뻘한 느낌을 더해줄 수 있어요.

검색이 편할 뿐 아니라 음악의 퀄리티도 좋았고, 자막 템플릿도 따로 만들던 시간에서 많이 줄어 좋았습니다.



**고래상어 프로덕션**

“A platform organized to meet the needs from the user's perspective.”

예능용 밝은 음악이나 효과음이 많아서 좋았습니다.

특히 효과음은 이전에 사용하던 소스들이 이름이 섞여있어 찾아쓰기 힘들었는데, 뮤팟은 직접적으로 잘 분류되어있어 다운받아 놓고 찾아서 쓰기 편해서 좋습니다.

검색창을 통해 원하는 톤의 키워드를 검색해서 찾는 것이 도움이 많이 되었습니다.

The Founders

**더파운더즈**

“A treasure trove site with all the necessary sounds.”

BPM을 통해서 원하는 분위기의 곡과 쉽게 만날 수 있었습니다.

한번 원하는 걸을 찾으면 유사한 음악 추천기능을 통해서 괜찮은 곡들을 찾기가 편했습니다.

이전에 해외 사이트를 사용했던 경험을 거쳐서 뮤팟을 접하게 되었는데, 사실 비용 면에서 되게 저렴한 편이고 환율을 고려해도 합리적인 가격이라고 생각합니다.



**이녕**

“A place that has everything a creator needs.”

무료 배포하는 배경음악등을 영상에 사용하다보면 더보기란에 출처를 남기는 것도 일이라구요.

저작권 걱정 없이 뮤팟에서 다양한 태그의 음악들을 고민 없이 쇼핑하듯 고르기만 해서 편집하기만해서 좋았습니다.

‘화창한 봄날’이라는 배경음악을 제일 좋아해서 자주 쓰고 있습니다.



**에이사**

“A music director that alleviates your BGM worries”

원래는 무료 음악들을 찾아서 다운받아서 사용을 했었는데요.

그런 음악 중에 마음에 딱 드는 원하는 분위기를 찾기가 쉽지 않았고 그리고 또 저작권이 없는 줄 알고 사용을 했지만 막상 업로드한 뒤에 시간이 지나면 저작권이 클레임 되는 경우도 있더라고요.

그런 경우에는 수익을 또 배분 받을 수 없기 때문에 그런데 이제 뮤팟을 사용한 이후로는 음악을 찾아서 다운로드하는 과정도 되게 쉬웠고 또 저작권 걱정이 아예 없기 때문에 영상 제작이 훨씬 수월해졌다고 할 수 있죠.



**요시론**

“If you've had YouTube copyright issues, don't worry with Mewpot!”

뮤팟에서 다운 받는 음악들이 원하는 분위기로 긴장감도 있고, 소리가 깔끔해서 영상에 사용했을 때 잘 어울렸습니다.

특히나 이제 유튜브를 막 시작해서 저작권 관련해서 미숙하신 분들이 계신다면은 뮤팟을 정말 적극적으로 추천을 드리고 있긴 합니다.

유튜브에서 음악 사용으로 저작권이 걸리는게, 사용하자마자 걸리는게 아니라 시간차를 두고 오래전 영상이 걸릴 때도 있어 처음부터 잘 쓰는게 중요하니까요.



# Mewpot's competitive advantages and benefits are as follows.



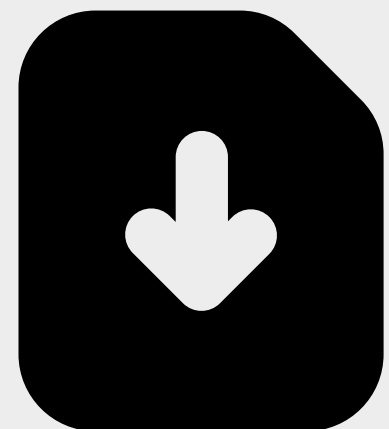
## Flexible pricing policies

- Providing optimal solutions within budget through various pricing proposals tailored to customer needs
- Customized pricing adjustments by country



## Copyright protection

- Provision of copyright-protected music and YouTube Content ID management
- Up to 10 channels can be registered per SNS platform
- Unlimited simultaneous users allowed



## Over 20K video sources available

- Ability to produce trendy content each season
- Providing high-quality content needed by creators
- All-in-one service from background music to subtitle templates



## Customer service (CS)

- Personalized service provision
- Prompt response time
- Support for multiple customer service channels



# Thank You

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