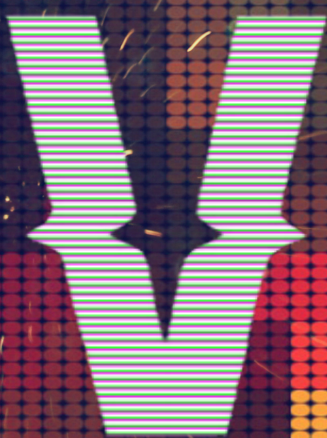


**THE
FITTING
ROOM**



VERZUZ

**HOW SWIZZ BEATZ AND TIMBALAND
CHANGED THE GAME WITH VERZUZ**

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FROM LOCKDOWN ENTERTAINMENT TO A GLOBAL CULTURAL PHENOMENON

What originally started as a live song-for-song set at Hot 97's Summer Jam concert in 2018 between musical legends Timbaland and Swizz Beatz, found its way into the quarantined homes of millions during the height of lockdown, birthing the viral weekly musical battle, **Verzuz**.

Streamed on Instagram live, Verzuz serves as a celebration that honours the roots of hip-hop, whilst championing iconic past, present and future pioneers of the genre – from DJs, singers and songwriters, to rappers, producers, performers and everyone in between.



*Timbaland and Swizz Beatz, pictured at the Basement Miami
4th Year Anniversary Party in 2018*



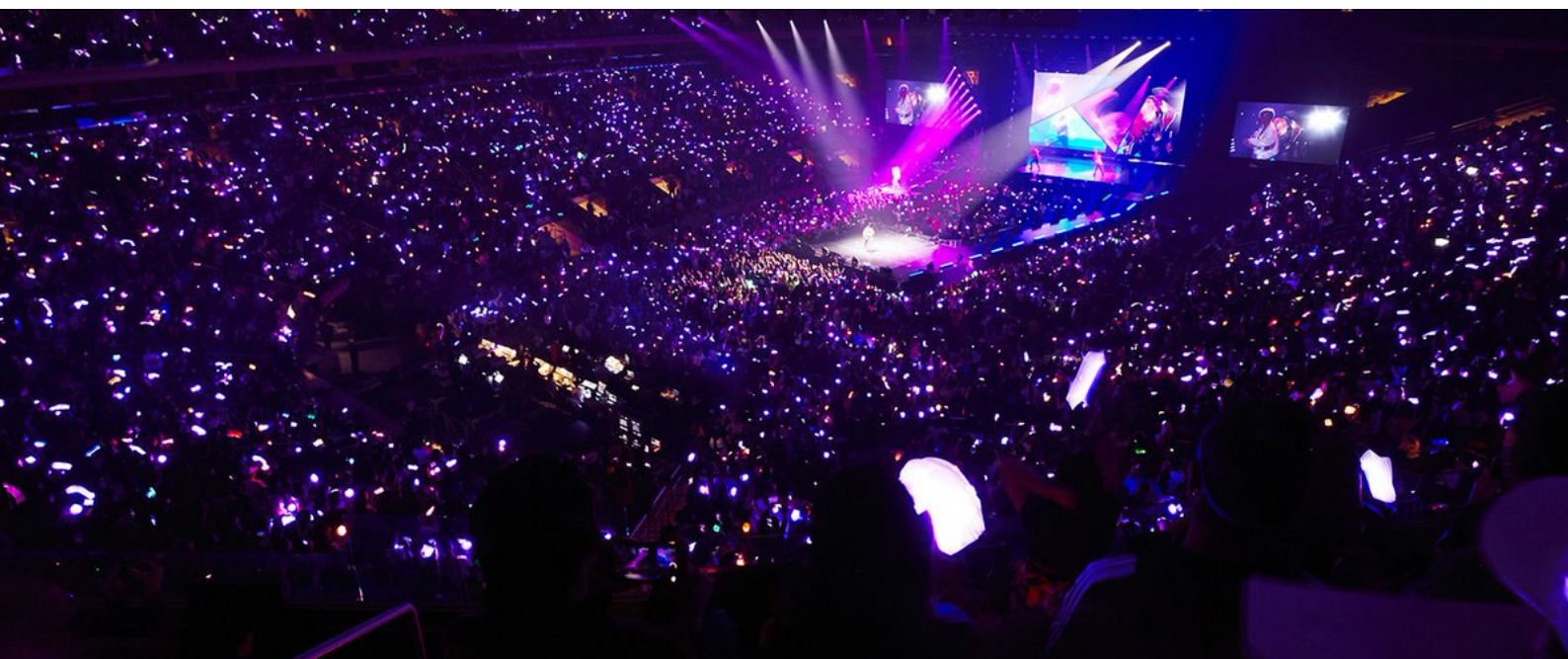
Since the start of lockdown in March, Verzus has hosted 20 iconic live battles between legends in the industry, all of which have been free to stream through the Instagram channel.

Following a recent partnership with Apple, viewers were also able to stream the weekly showdown through Apple Music or Beats1, both free of charge. The virtual event has grown in popularity with each battle, dominating conversations on social media and impacting both the culture and the charts in real time. Below is a list of the battles that have taken place so far in order of its debut:

THE BATTLES (APRIL - SEPTEMBER)

- | | | | |
|-----|------------------------------|-----|---------------------------------|
| #1 | Swizz Beats VS Timbaland | #11 | Ludacris VS Nelly |
| #2 | Boi-1da VS Hit-Boy | #12 | Beenie Man VS Bounty Killer |
| #3 | The Dream VS Sean Garrett | #13 | 112 VS Jagged Edge |
| #4 | Neyo VS Johntá Austin | #14 | Fred Hammond VS Kirk Franklin |
| #5 | Ryan Tedder VS Benny Blanco | #15 | Alicia Keys VS John Legend |
| #6 | Scott Storch VS Mannie Fresh | #16 | Fabulous VS Jadakiss |
| #7 | RZA VS DJ Premier | #17 | DMX VS Snoop Dogg |
| #8 | T-Pain VS Lil Jon | #18 | Rick Ross VS 2 Chainz |
| #9 | Teddy Riley VS Babyface | #19 | Brandy VS Monica |
| #10 | Erykah Badu VS Jill Scott | #20 | Glady's Knight VS Patti LeBelle |

Although the weekly Verzuz battles began as an educational celebration that offered hope, joy and entertainment to hip-hop and R&B fans during the difficulties of the global coronavirus pandemic, it has quickly become a game-changing force to be reckoned with. The online event has attracted viewers three times the size of Madison Square Garden, with the likes of **NBA**, **Netflix**, **Vibe Magazine** and **Vice TV** (to name a few), tuning in for the cultural battles.



The most interesting thing about this digitally-led experience, is the widespread impact it continues to have as well as the immediate responses it generates for the culture. To date, the catalogues of all the artists who have participated in the Verzuz series have increased by 100%. In addition, various artists have taken over the R&B/Soul Top 40 on iTunes following their Verzuz Battle, with Brandy and Monica most recently scoring 30 out of 40 songs on Apple Music's top US R&B and Soul track chart.

This effect is now widely recognised as the '**Verzuz Effect**'.



3X

**THE SIZE OF MADISON SQUARE GARDEN
OF VIEWERS TUNED INTO
EACH VERZUZ BATTLE**

**GLOBAL
BRANDS**

**NBA, NETFLIX, VIBE MAGAZINE,
VICE TV, FENTY AND MORE
JOINED AS VIEWERS**