

How Pretzel's Community of 474k+ Streamers Helped Hospital Records

# Increase Revenue, Streams, & Global Impressions

## The Challenge

- Hospital Records wanted to expand its artistic footprint into the Twitch content creator realm to increase revenue, plays, and exposure. They needed a licensing partner that understood the streaming community and had a large, loyal customer base.

## The Solution

- With 130 million song plays a year, Pretzel was chosen as the right collaborator to release Hospital Records music in the streaming space. The two joined forces in 2020, introducing over 1300 Hospital Records tracks to Pretzel's 474,000+ users across 156 countries via a label-exclusive Pretzel channel.
- The partnership was launched with a multi-platform, cross-promotional announcement across social media, email, and landing pages, including a limited time promotional sale to invite content creators to explore the Hospital Records catalog.

## The Result\*

- 25,1827:** Tracks played during Twitch live streams
- \$7,623:** Total revenue generated
- ¢1.972:** Average rate per music stream
- 38,640:** Tracks played by Pretzel subscribers within the player
- 88,443:** Clicks to Spotify
- 19,684,325:** Impressions from viewers watching Twitch streams

Pretzel continues to upload new Hospital Records tracks as they become available to further the label's goal of being a leading music provider in the streaming space.

\*Covers a 12-month period.



## Hospital Records



[hospitalrecords.com](https://hospitalrecords.com)

## Top Artists



**Grafix**



**Flava D**



**London Elektriccity**

**19.6m**

Impressions  
on Twitch

**88k**

Clicks to  
Spotify

**1.972¢**

Avg. Earnings  
per Stream