TRIVEELO

ARTIST PROGRAMME



ON AIR: PULSE FM + DEYJAM

YOUR MUSIC. A NEW WAY TO BE HEARD.

Submit your tracks to be played on Pulse FM, the radio inside Triveelo games, and in DeyJam, our music app. Approved tracks can earn a share of the artist pool, based on their qualified streams.

30%*

of net advertising revenue in each participating country goes into the artist pool, shared between tracks by qualified streams

100% your music: a non-exclusive licence, so you keep ownership and release anywhere

£0 to join. Approved tracks share free rotation on Pulse FM

> Triveelo is new and has no revenue history. The pool may be small, or nothing, in early months.

Launching **27 October 2026** · triveelo.com/artists

* 30% at launch; Triveelo may change the percentage on 30 days' notice by email (see Artist Terms). Not guaranteed income. See page 8.

WHY TRIVEELO

TWO STAGES FOR YOUR MUSIC

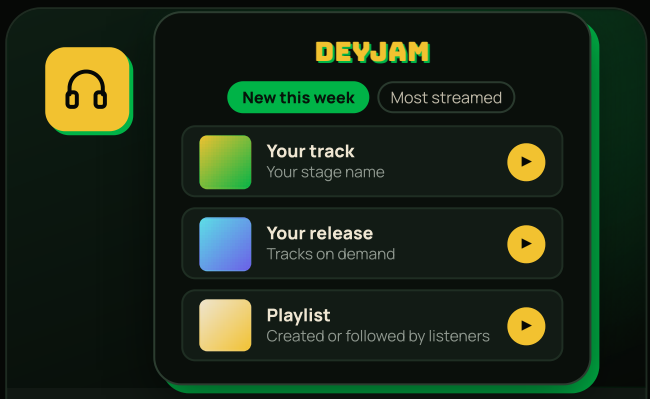
Triveelo is a home for free browser games, music and creators worldwide. We get new music in front of people where they already spend their time: playing games and listening on DeyJam.



PULSE FM: GAME RADIO

Pulse FM plays your music while people play, inside games like Okada Dash. A short AI-voiced DJ intro announces your stage name and track title, so listeners know who they're hearing.

Okada Dash, with Pulse FM on air



DEYJAM: DIRECT LISTENING

Listeners find artists, play tracks and releases on demand, and make or follow playlists. It is opt-in: you choose which approved tracks are available in DeyJam.

Illustration. Turn DeyJam on from your artist profile and switch it off at any time

A REVENUE SHARE

30%* of net advertising revenue in each participating country goes into the artist pool. Your tracks can earn a share based on their qualified streams.

YOU KEEP OWNERSHIP

You give a non-exclusive licence limited to Triveelo and, only if you opt in for a track, short credited clips in Triveelo's own marketing. Clips are optional per track and off by default. Release anywhere else, and take a track down at any time.

CLEAR NUMBERS

Your dashboard shows streams by day, game and city, with CSV downloads. You get a statement after each month closes.

FREE AIRPLAY

Free rotation is shared fairly across all approved tracks. Joining costs nothing.

WORLDWIDE

Artists can register from many countries. You choose where your tracks play.

AUTOMATIC CHECKS BEFORE APPROVAL

Every track goes through automatic checks before approval. We may also review a track further, ask for more evidence, or refuse it. You and your rights are verified before anything plays.

* Triveelo is new and has no revenue history. The pool may be small, or nothing, in early months.
* Not guaranteed; subject to the Artist Terms. See page 8.

THE REVENUE SHARE

30%*

HOW THE 30%* SPLIT WORKS

Each month, in each participating country, 30%* of Triveelo's net advertising revenue in that country goes into a single artist pool, shared between tracks by their qualified streams. Your share follows your share of qualified streams in that country that month. If other artists' streams grow, your share can fall. Triveelo is new and has no revenue history. The pool may be small, or nothing, in early months.

STEP 1

NET AD REVENUE

Money received for adverts played in a country, less refunds, chargebacks, fees and sales tax

STEP 2

30%*

MONTHLY ARTIST POOL

One pool per participating country, per calendar month

STEP 3

SPLIT BY STREAMS

Each track can earn in proportion to its share of qualified streams

STEP 4

SPLIT SHEET

A track's earnings are divided between its rights holders as confirmed

STEP 5

PAYOUT

30-day holdback from month end, then review, then payout once you reach the minimum

YOUR TRACK'S SHARE

= artist pool × (your track's qualified streams ÷ all qualified streams in that country that month)

* Not guaranteed; no fixed per-stream rate. Pool funded by net ad revenue in the country where the advert plays. Promoted-spot plays are not qualified streams. See page 8.

WHAT COUNTS AS A STREAM

30 SEC

of your track playing **with sound on**, in a game on Pulse FM or in DeyJam.



COUNTED ONCE

At most one stream per listening session for each track. Plays from Pulse FM and DeyJam, including playlists, go into the same pool.

QUALIFIED

A stream qualifies once it passes anti-fraud checks and the 30-day holdback, which runs from the end of the month. Only qualified streams can earn.

ILLUSTRATIVE EXAMPLE ONLY

Net advertising revenue in one country for one month *(made-up figure)*	£1,000
Artist pool at 30%*	£300
All qualified streams in that country that month *(made-up figure)*	10,000
Your track's qualified streams *(made-up figure)*: 2% of the total	200

YOUR TRACK COULD EARN: 2% OF £300

£6

If you co-own the track 50/50 on your split sheet, you would receive £3 and your co-owner £3. These numbers are made up to show how the maths works. They are not a forecast, an estimate or a promise. Triveelo is new and has no revenue history. The pool may be small, or nothing, in early months. Real pools depend on actual ad revenue and streams in each country, and some countries may not have a pool yet.

* Not guaranteed; no fixed per-stream rate. Pool funded by net ad revenue in the country where the advert plays. Promoted-spot plays are not qualified streams. See page 8.

FIVE STEPS

HOW TO JOIN

Joining is free and takes a few minutes. Have your audio files, artwork and ID ready.

1

REGISTER

Go to **triveelo.com/artists**, choose **Get on the radio**, then create an account or sign in. Save your artist profile with your stage name and country.

2

VERIFY

Under **Verification**, submit your legal name, an ID document and a selfie. This protects you and your earnings. We delete ID images and selfies 30 days after our decision (see our Privacy Policy).

3

UPLOAD

Add your music, artwork and release details. Confirm the recording and composition rights and the ownership splits. Before adding co-owners' names and email addresses, tell them you are sharing their details with us. Each co-owner gets an email to confirm their share.

4

GET APPROVED

Every track goes through automatic checks before approval. We may also review a track further, ask for more evidence, or refuse it.

5

REACH LISTENERS

Approved music can play on Pulse FM. Opt in from your artist profile to make tracks available for direct listening in DeyJam. Add your payment details under **Payouts**.

MP3 · M4A OGG · WAV
Accepted audio formats

60 SEC – 8 MIN
Track length

UP TO 20 MB
Maximum file size

18+
Artists must be 18 or over to upload

WHAT YOU GET

BUILT FOR ARTISTS

AIRPLAY IN GAMES

Approved tracks share free rotation on Pulse FM, with a short AI-voiced DJ intro using your stage name and track title.

DEYJAM PAGES

An artist page and shareable track pages in DeyJam, plus a place in playlists.

A SHARE OF THE POOL

Your tracks can earn from the 30%* pool each month, based on their qualified streams.

YOUR DASHBOARD

Streams, unique listeners, completion rate and top tracks, broken down by day, game, city and country. Download it all as CSV.

MONTHLY STATEMENTS

After each month closes, a statement shows the pool, your qualified streams, your share and anything rolled over.

FULL CONTROL

Choose where your tracks play, turn DeyJam on or off, and take any track down at any time.

BEFORE YOU START, HAVE READY

- Your audio file(s) and artwork
- Release details (titles, release info)
- Your legal name, an ID document and a selfie
- Ownership splits for every co-owner
- Any collecting society, label or distributor details
- Payout details to add under **Payouts**

THE RULES, IN SHORT

- You own or control the master recording and the composition rights, or have permission from everyone who does.
- No hate speech or harassment. Explicit tracks may be limited to games that allow them, and do not play in DeyJam.
- No inflating streams with bots, scripts, paid traffic or games left running unattended.

* Not guaranteed. Pool funded by net ad revenue in the country where the advert plays; promoted-spot plays are not qualified streams.

GOOD TO KNOW

ARTIST QUESTIONS

01 Does it cost anything to join?

No. Registering, uploading and free airplay cost nothing. Free rotation is shared fairly across all approved tracks. Coming soon: artists will also be able to book a paid promoted spot. It is an advert that will be labelled as promoted to listeners. Plays from a promoted spot don't count as qualified streams. Booking one is optional.

02 Do I keep the rights to my music?

Yes. You give Triveelo a non-exclusive licence limited to Triveelo and, only if you opt in for a track, short credited clips in Triveelo's own marketing. Clip use is optional per track and off by default. Clips credit your stage name and track title, are never used in third-party adverts, and you can withdraw for future use at any time. You keep all your rights and can release your music anywhere else.

03 How is my share worked out?

Each month, the pool in a country is divided between tracks in proportion to their qualified streams there. Each track's earnings are then split between its rights holders by the confirmed split sheet. If other artists' streams grow, your share can fall.

04 Is there a fixed rate per stream?

No. There is no fixed per-stream rate and no guaranteed income. Earnings depend on actual ad revenue and streams. Pool rates and the minimum payout are shown in your dashboard. Triveelo is new and has no revenue history. The pool may be small, or nothing, in early months.

05 When and how do I get paid?

Streams are held back for 30 days from the end of the month for fraud checks. We then close and review the month and release payouts through the payout method available for your account. Amounts below the minimum payout shown in your dashboard roll over. You are responsible for tax on your earnings; where Nigerian law requires, we deduct withholding tax.

06 What do I need before I'm paid?

A verified identity, verified rights and a payout method set up under **Payouts**. Each co-owner sets up their own payout account.

07 Do DeyJam plays count?

Yes. If you opt in, qualified streams in DeyJam, including playlists, count towards the same monthly pool as Pulse FM, in the country where they were heard.

08 I'm in a collecting society. Can I join?

Tell us when you upload. If you or a co-owner has given a collecting society control of the rights, you may not be able to give us a royalty-free licence yourself. We may then need a licence from the society, or may decide not to play the track. Pool payments don't replace society royalties.

* Not guaranteed. Pool funded by net ad revenue in the country where the advert plays; promoted-spot plays are not qualified streams.

TRIVEELO

LAUNCHING 27 OCTOBER 2026

READY TO BE HEARD?

Sign up and submit your first track to be played for players and listeners on Pulse FM and DeyJam.

TRIVEELO.COM/ARTISTS

- Free to join; approved tracks share free rotation
- Your tracks can earn by qualified streams
- Dashboard with CSV downloads
- 30%* of net ad revenue in each participating country goes into the artist pool
- Non-exclusive: you keep ownership
- Take a track down at any time

1 SIGN UP

Go to triveelo.com/artists and choose **Get on the radio**

2 VERIFY AND UPLOAD

Confirm your identity, rights and splits, then submit your tracks

3 OPT IN AND SET UP PAYOUTS

Turn on DeyJam if you want, and add payment details under **Payouts**

*** Important.** Figures are not guaranteed and are subject to the Triveelo Artist Terms (triveelo.com/legal/artist-terms), which take priority over this document. The artist pool for each participating country and calendar month is 30% of Triveelo's net advertising revenue in that country, counted in the country where the advert plays. Net advertising revenue means amounts we actually receive for paid advertising bookings, including paid artist song spots, less refunds, chargebacks, payment provider fees and any sales tax we must account for. 30% at launch; Triveelo may change the percentage, for all or some countries, by giving at least 30 days' notice by email (see Artist Terms). Plays from paid promoted spots are adverts: they are not qualified streams and do not earn from the pool. Triveelo is new and has no revenue history. The pool may be small, or nothing, in early months. The pool percentage for each country is shown in your artist dashboard. There is no fixed per-stream rate and no guaranteed income, number of plays or number of streams (except for paid promoted song spots, which are coming soon). Some countries may not have a pool yet. Only qualified streams can earn: streams that pass fraud checks and a 30-day holdback running from the end of the month, after which the month is reviewed and payouts are released. The minimum payout is shown in your dashboard. You must be 18 or over, and complete identity and rights verification, before anything is paid. You are responsible for tax on your earnings; where Nigerian law requires, we deduct withholding tax. All examples are illustrative only.

Triveelo is a product of CPH Solutions Ltd, Unit A2 Little Heath Industrial Estate, Old Church Road, Coventry, CV6 7ND, UK. Company number 14831124.
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