**Facebook Reportedly Seeking Music Industry Deals**

Facebook is wooing the music industry to enable licensed music on its platform, insiders report, in a move that could challenge rival YouTube and provide new opportunities for advertisers. "To be successful, it will not only need to envision a great music experience but also have to navigate the web of label and publisher rights and relations. No small feat," music industry consultant Vickie Nauman said.

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<https://www.bloomberg.com/news/articles/2017-02-13/facebook-tries-to-offer-music-labels-an-alternative-to-youtube>