

7digital signs deals with Barry's and Volava as it pursues home fitness market

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[IM](#)-traded B2B music firm 7digital continues to pursue the home fitness market that has exploded during the pandemic.

The [company](#) said on Wednesday that it has signed two-year [contracts](#) with [London](#)-HQd [Barry's](#), which is famed for launching the celebrity-favourite Barry's [Bootcamp](#) and now operates across 14 [countries](#), and [European](#) interactive fitness platform Volava.

Both firms will be able to use music supplied by 7digital in their offerings, and will pay an up front fee and recurring monthly [revenues](#). Barry's will use a 7digital playlist for its Barry's X online product in the US and Canada.

7Digital, which ensures music labels are paid when their songs are used, said the fitness industry is a "strategic growth market".

The company has signed over £1 million worth of contracts in the area, including a two-year deal with personal training system, Forme Life.

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CEO Paul Langworthy said: “Even as the world begins to re-open, 7digital is continuing to see huge demand from companies building in-home fitness experiences, for which having the perfect licensed music to power fitness goals has never been more vital.”