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## Dolby and TIDAL Celebrate Meek Mill's Championships with Live Dolby Atmos Music Performance

Fans can enjoy Championships today in Dolby Atmos exclusively on TIDAL



Los Angeles, January 23, 2020 – Dolby, a leader in immersive entertainment experiences, and TIDAL, a global music and entertainment streaming platform, hosted a listening event that featured a live performance in Dolby Atmos by the chart-topping GRAMMY-nominated artist Meek Mill. Songs performed included his latest hits 24/7, All Eyes on You, and Going Bad.

The event celebrated Meek Mill's latest album *Championships*, nominated for Best Rap Album of the year, which is now [available to stream in Dolby Atmos](#) on TIDAL. TIDAL will also release the exclusive performance on its service for fans to enjoy in Dolby Atmos in a few weeks.

TIDAL members with compatible Android smartphones and tablets subscribing to TIDAL HiFi can enjoy *Championships* along with a growing library of music available in Dolby Atmos from Universal Music Group and Warner Music Group. The includes songs from some of the world's biggest artists such as The Weeknd, Blondie, Ariana Grande and more. TIDAL is also working closely with its artist-owners, including JAY-Z, to mix their catalogs in Dolby Atmos – which are expected to become available in 2020.



## **What is Dolby Atmos Music**

Dolby Atmos lets listeners connect with music at its fullest capacity and creative potential – not the way most people hear music today, but a version that pulls you into a song to reveal what was lost with traditional recordings. Listeners can discover hidden details and subtleties with unparalleled clarity. Whether it’s a complex harmony of instruments placed around a listener, the unleashing of a legendary guitar solo, a massive bass drop that washes over you, or the subtle breath a singer takes, Dolby Atmos gives music more space and the freedom to unleash every detail and emotion as the artist intended.

### **How to experience Dolby Atmos Music on TIDAL**

To enjoy Dolby Atmos Music, TIDAL will automatically default to this experience if a Dolby Atmos mix is available. Tracks will be identified by a “Dolby logo” visual badge as well as through a “Dolby Atmos” identifier that will display once a song is selected. Users can also click on the “Dolby Atmos” menu option under the “Explore” tab on the TIDAL app to explore the library of tracks available in Dolby Atmos. Dolby Atmos is now available to TIDAL members subscribing to the HiFi tier, which already features HiFi and Master quality audio. To learn more about Dolby Atmos Music or TIDAL HiFi, visit [Music.Dolby.com](https://Music.Dolby.com) and [TIDAL.com/DolbyAtmos](https://TIDAL.com/DolbyAtmos).

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