

DEEZER FAST FACTS

General

- Deezer is live in over 180 countries
- Deezer has 16 million active unique users¹ and 5 million paid subscribers globally²
- Deezer users have created more than 100 million shareable playlists
- Deezer has more than 100 apps offering many unique listening and discovery experiences – from Equala to Universal's classical app
- Deezer has more than 2.3 million Facebook fans, and more than 780,000 Twitter followers
- Deezer scores 91% in subscriber satisfaction, with a 92% recommendation rate
- Deezer users listen to an average of between 30-60 hours of music per month, depending on their usage pattern
- Deezer is available on any device – smartphone, laptop, tablet, multi-room speakers, smart TV, Xbox, in-car, or PC
- Around 65% of all music on Deezer is listened to via a mobile device
- Most streamed track on mobile in 2013 was '[Can't Hold Us](http://www.deezer.com/track/61424044)' by [Macklemore & Ryan Lewis](#) <http://www.deezer.com/track/61424044>
- Average dwell times on mobile is around one hour
- Average number of tracks cached for offline use on a mobile device in 2013 was 150
- Deezer costs £4.99 per month for unlimited access using a desktop or laptop device, and £9.99 per month for unlimited access on multiple devices including iPhone, Android and other smart devices

Music library

- The Deezer music library grows each week and now contains more than 30 million music tracks – larger and more diverse than any other streaming service
- Deezer has signed rights agreements with more than 1,000 labels and rights management companies worldwide
- 20% of Deezer's staff is solely focused on editorial. They are music experts from around the world, who make recommendations from every genre
- 40% of all music streamed over the period of an hour is a new release
- The average rate for streams of new releases is around 30%

Partnerships

- Deezer currently has 10 telco partnerships across 32 countries. This will continue to increase as part of Deezer's commitment to break down barriers and bring streaming and music to as many people around the world as possible
- Deezer has an Open API, allowing anyone to integrate Deezer into their app or website

¹ Comscore (November 2013)

² Deezer data

International

- Deezer is live in every continent in the world
- Brazil, Mexico, Colombia and the United Kingdom are the fastest growing markets for Deezer, with other markets fast gaining traction

Financial

- Deezer is owned by
 - Founders (D. Marhely & J. Benassaya)
 - DotCorp Asset Management and Xavier Neil
 - Private equity funds (IDInvest Partners, CIC-CM Capital Privé)
 - Orange
 - Access Industries

Global market insights

Digital music growth

- At least eight of the top 20 global music markets are expected to see growth, including Australia, Brazil, Canada, Japan, Mexico, Norway & Sweden³
- The number of people worldwide who listen to music via streaming grew 24% between January and June 2013, compared to the same period last year⁴
- Digital subscription services are the fastest growth area in digital music, with subscriber numbers up 44% worldwide⁵
 - Music Ally predicts that 29 million people will be paying for on-demand streaming services by the end of 2013⁶
 - Research suggests this number will reach 191 million by the end of 2018⁷
- In 2012, the U.S. music industry revenues from subscription services and ad-supported streaming services grew 59% to \$571 million from \$360 million⁸

Mobile industry growth

- 30% of smartphone owners worldwide use their devices for on-demand streaming services⁹
- Smartphone sales grew 46.5% in second quarter of 2013¹⁰

³ IFPI Digital Music Report 2013

⁴ Nielsen Mid-Year Music Industry Report 2013

⁵ IFPI Digital Music Report 2013

⁶ ABI Research/MusicAlly.com

⁷ ABI Research/MusicAlly.com

⁸ RIAA Statistics/Billboard.com

⁹ NPD Industry Analysis 2013

¹⁰ Gartner 2013