



## **Deezer creates the first ever global music service, launching in over 200 countries**

**PARIS (2011 December 7th):** Today at LeWeb, the largest Internet event in the world, Deezer – the world’s leading music streaming service – releases details of its launch in over 200 countries



**Four years after having invented music streaming and following its successes in France, Belgium and the United Kingdom, Deezer will roll out in a number of new territories every week starting 8<sup>th</sup> December, 2011 to reach 200 countries by June 2012:**

- December 8<sup>th</sup>, 2011: **Ireland, The Netherlands**
- By December 31<sup>st</sup>, 2011: **Greater Europe:** 45 countries including Spain (Dec. 13<sup>th</sup>), Italy (Dec. 14<sup>th</sup>), Germany (Dec. 15<sup>th</sup>) & Russia (Dec.19<sup>th</sup>)
- By January 31<sup>st</sup>, 2012: **Canada and Latin America** (38 countries)
- By February 28<sup>th</sup>, 2012: **Australasia and Africa** (41 countries)
- By June 30<sup>th</sup>, 2012 : **Rest of the world** (81 countries)
- Deezer strongly believes in the globalisation of music and has chosen not to focus on the USA and Japan, which only represent 25% of global music consumption, due to market saturation and low growth forecasts

**This launch, coordinated with Facebook, will offer Deezer’s best-of-class service to hundreds of millions of Facebook users who currently have no access to legal online music:**

- The Deezer territories will represent 75% of the worldwide music market as forecast by 2016
- It creates a cultural revolution, offering local music content in every territory

**The success of this roll-out is based on strong local distribution and a localised adaptation of the service:**

- Available with adapted prices in 12 languages, 30 independent editorial zones and 13 currencies
- Significant distribution agreements with local carriers: following Orange in France, Everything Everywhere (Orange) in the UK and Belgacom in Belgium, Deezer will announce, by January 2012, ten new territory releases accompanied by major Telco distribution deals.

**Deezer has built its service with Facebook as a unique tool for artist promotion:**

- For the first time ever, artists will be able to spontaneously share, on a worldwide basis, their new songs, tastes and playlists with their fans without needing promotional videos
- Artists will then be able to refocus their relationships with their fans towards music, rather than relying on gimmicks (eg: games, contests, etc.)
- Deezer’s Editorial teams will also allow artists to actively promote their songs on the service itself

**Daniel Marhely, Founder:**

*“Since 2007, I have focused my research towards matching a global service with the local expectations of music fans and artists. Our unique product and the partnership with facebook make my aim a reality. This is a great step forward for Deezer”.*

**Axel Dauchez, CEO:**

*“For the past ten years, downloading and piracy have concealed the two real revolutions of digital music: value is in ubiquitous access rather than in the current model of content ownership, and the focus of development in the worldwide music industry is no longer as concentrated on the USA. These revolutions lead to a healthy, growing music market. Deezer is the first company to address this new global evolution”.*

To celebrate this launch, Deezer, in association with Orange and Facebook,  
is pleased to offer you a special concert by The Ting Tings  
who will play, as a world exclusive, a taster of songs from their new album to be released in 2012.  
You can enjoy it on [www.deezer.com](http://www.deezer.com) on December 8<sup>th</sup> at 9:30PM GMT.

#### What makes Deezer different?

Deezer is a 100% web-based solution, instantly accessible with no need to download any software. This allows consumers to listen to music not only on an unlimited basis on a computer ("Premium" offers), but also on any device – ie. smartphones, tablets... -, whether connected or not ("Premium+" offers), with a preliminary Free Trial period. Deezer is simple, intuitive and responds to fans' needs to discover, listen to, organise and share all the music they love. Deezer has already reached 1.4 million paying subscribers and has established major partnerships with global players such as Facebook, Orange, Belgacom and Everything Everywhere as part of its international roll-out.

- **A unique music solution:**

**Complete catalogue:** a music catalogue with 13 million titles from 2,000 different labels, including the 4 majors.

**Social native:** ability to share tracks and listen live to friends' music, now enhanced through a deep partnership with facebook

**Strong recommendations:** ability to give consumers in each country musical moments of inspiration on their smartradio channels, webradio channels and through recommendations

**Focus on editorial:** leading editorial content tailored to each country and organised by genre

- **A leading edge technology:**

**Access:** Deezer is accessible without needing to download an application, targeting the mass market rather than tech early-adopters. This allows consumers to listen to music on their own devices, but also on the move, at any time and on other people's devices.

**Device compatibility:** over 250 different terminals, including the following brands: Acer, Alcatel, Apple (iPhone, iPod, iPad), Archos, Blackberry, Samsung, HTC, Huawei, LG, Motorola, Parrot, Philips, Sony Eriksson, Sonos, etc.

- **Worldwide strategy:**

**Global:** Deezer is conceived as the first truly global music service

**Local:** In each country, Deezer customises its applications to correspond to local cultural diversity

**Discover more at:**

[www.deezer.com](http://www.deezer.com)

[Facebook.com/deezer](https://www.facebook.com/deezer)

[Twitter.com/DeezerWorld](https://twitter.com/DeezerWorld)

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