



**DEEZER ANNOUNCES FACEBOOK INTEGRATION TO CREATE A SEAMLESS
MUSIC EXPERIENCE**

LONDON (22 September 2011): Today at f8, Facebook's developer conference, Deezer – the world's leading music streaming service – announced an integration with Facebook Platform that allows people to discover music through their friends.

Deezer is one of the world's leading online music companies with 20 million users and 1.4 million subscribers, particularly active in France and in the United Kingdom.

By integrating with Facebook Platform, Deezer has built a social music experience that makes it easy for people to share their taste in music with friends.

Daniel Marhely, founder of Deezer, said:

"In just one click on a Facebook post, people who have granted permission to our app will be offered immediate listening and unlimited music access in a pre-customized streaming environment on Deezer".

As Deezer is browser-based, the experience will be a 100% seamless and viral experience on a PC with no need to download a web client. The integration will be also offered through iPad, iPhone, Android, Blackberry and WP7, so regardless of where a person listens to songs, they can share posts of that activity back to Facebook.

This evolution is a natural step in the fundamental shift in the music market from the ownership of music to the unlimited access of music. The social music movement empowers people to discover music online in the same way they do offline, through friends.

This evolution also reflects the full geographic transformation of the music market which to date has been concentrated within 7 main countries whereas, today, 79% of Facebook users are from outside the US (Source Comscore).

Axel Dauchez, CEO of Deezer, said:

"We're delighted to announce this integration with Facebook. This is a revolution for music fans who will be able to seamlessly share their tastes with friends when they're listening to music on Deezer, and discover new artists within a huge universe of music. Deezer is thrilled to play a major role in this exciting evolution.

This integration with Facebook fits perfectly into our development strategy, as we believe strongly in the social impact of music. In the coming weeks, Deezer will become the only truly worldwide music streaming service soon to be available throughout Europe, South America, Western Africa, Northern Africa, Canada, South-East Asia and Australia".

Facebook® is a registered trademark of Facebook Inc.

What makes Deezer different?

- **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 discover songs on your profile and discover the songs friends are listening to in real time.
 - ***Strong recommendations:*** ability to give consumers musical moments of inspiration on their smartradios, webradios and suggestions
 - ***Focus on editorial:*** leading editorials tailored for each country and organised by genre
- **A leading edge technology:**
 - ***Access:*** Deezer is accessible without the need to download an application, targeting the mass market rather than tech first adopters. This lets consumers listen to music on their own devices but also on the move, at any time and on other 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 was conceived as the first truly global music service
 - ***Local:*** Deezer has customized its offer in each country to reflect the cultural diversity and tastes of the region

Discover more at:

www.deezer.com

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

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

Press kit: <http://www.deezer.com/en/legal/press.php>

For further information please contact:

International

Viviane Nardon
Euro RSCG
pr@deezer.com
+33 1 58 47 97 23
+ 33 6 04 52 16 56

United Kingdom

James Devas
Maitland
jdevas@maitland.co.uk
+44 20 7379 5151

France

Sophie Samama
Deezer
ss@deezer.com
+33 6 71 50 62 01

Facebook ® is a registered trademark of Facebook Inc.