



## **Music to your ears: Orange unveils partnership with premier music streaming service Deezer**

*A new way to experience your favourite music anytime, anywhere*

- Orange is partnering with music streaming brand Deezer to launch Deezer Mobile which will be exclusively available to Orange pay monthly customers.
- The launch of Deezer Mobile means that for the first time customers in the UK can stream up to 13 million tracks on their phones as part of their tariff.
- Deezer already has 20 million users worldwide and is hoping to become the number one destination for UK music fans offering a service that rivals their competitors

**London, UK – 6<sup>th</sup> September 2011** – Orange today announced an exclusive partnership for their customers, with music streaming service Deezer. The launch of Deezer Mobile which is exclusively available to Orange pay monthly customers means that for the first time customers can stream music on their phones as part of their tariff.

Deezer will be offering a standalone service at £9.99 per month which gives customers access to millions of music tracks and albums, as well as 30 radio channels in 12 music genres, 30,000 artist based radio channels and thousands of artists' discographies, biographies and reviews on their mobile or PC. However, Orange mobile customers will be able to get an exclusive mobile only package, Deezer Mobile, included as part of their tariff which means they can stream up to 13 million tracks from all major labels without the interruption of advertisements, as well as the ability to download music and play it offline<sup>1</sup>.

"We know that our customers love music, and so we're really excited about being the only network to be able to give them access to their favourite artists on their phones wherever they are" **Pippa Dunn, Chief Marketing Officer, Orange UK.**

Deezer is fast becoming the music streaming service of choice, having launched in France and already boasting 20 million users worldwide, 6 million unique visitors to their website per month and more than 1.2 million premium subscribers. Offering hints and suggestions through reviews, bios and more as well as unlimited streaming of an impressive catalogue.,



In addition, Deezer features a dedicated editorial team who live and breathe music. Easily accessible reviews, artist bios and more allow users to discover brand new artists and genres as well as share their favourite tracks, playlists and albums with friends. Deezer's ambition is to become the number one destination for all UK music fans.

Streaming music packages to be introduced will include:

**Deezer Mobile** - This exclusive mobile package is available for Orange pay monthly customers on Panther as part of their existing tariffs, offering unlimited access to Deezer's full music catalogue via mobile-only, with enhanced sound quality and no ads

**Deezer Premium+** - For music lovers looking for seamless music enjoyment between their PC and mobile, this premium service is available for £9.99 per month

"Deezer has always aimed to put fans in control of their own music – whether at a desk or on the move," said Mark Foster, MD Deezer UK. "We're delighted to be partnering with Orange to offer a truly flexible mobile music experience, and look forward to seeing all the tapping feet on the tube."

Deezer will be available to Orange customers from the 6th September. For more information visit your local Orange store.

– ends –

### **About Orange UK**

Orange is the key brand of the France Telecom Group, one of the world's leading telecommunications operators. With almost 131 million customers, the Orange brand now covers Internet, television and mobile services in the majority of countries where the Group operates.

In the UK, Orange provides high quality GSM coverage to 99% of the UK population, and 3G coverage to more than 93%. Orange and any other Orange product or service names included in this material are trade marks of Orange Brand Services Limited.

On July 1 2010, the company became part of Everything Everywhere, one company that runs two of Britain's most famous brands - Orange UK and T-Mobile UK - with plans to transform the industry by giving customers instant access to everything, everywhere, offering them the best value, best choice and best network coverage in the country. Everything Everywhere Limited is the UK's biggest communications company, with a combined customer base of almost 28 million people and more than 720 retail stores across the country. Everything Everywhere Limited is registered at Hatfield Business Park, Hatfield, Hertfordshire, AL10 9BW under the registered company number 02382161.



For more information please call the Orange Press Office 0870 373 1500, or visit [www.orange.co.uk/newsroom](http://www.orange.co.uk/newsroom) <<http://www.orange.co.uk/newsroom>>

## **About Deezer**

Created by Daniel Marhely in August 2007, Deezer already boasts 20 million users, 6 million unique visitors per month, more than 1.2 million premium subscribers, almost 400,000 Facebook fans and 145,000 Twitter followers in France alone. With 13 million licensed tracks available on any device and in enhanced sound quality, Deezer allows its subscribers to listen to and share their favourite music, create playlists and discover the music they love thanks to recommendations by its music-loving Editorial Team. It is now available in English, is being developed in other languages and last year won the prestigious 'best music mobile service' at the Mobile World Congress in Barcelona.

Visit [www.deezer.com](http://www.deezer.com) from a computer or type [m.deezer.com](http://m.deezer.com) in your mobile web browser.

Twitter: [twitter.com/#!/deezeruk](https://twitter.com/#!/deezeruk)

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

---

<sup>i</sup> Uninterrupted access to downloaded music may depend on customer subscription status