

Last.fm partners with Bild to create Bild-Radio

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*Social music network announces launch of personalized radio on Europe's leading entertainment portal

*Announcement follows other tie-ins with BBC and Der Spiegel, establishing Last.fm as premier online music partner for Europe's biggest websites

London: Monday 3rd March - Last.fm (<http://www.last.fm/>), the largest global free music platform on the web, announced today that it has partnered with Europe's biggest-selling daily newspaper Bild to offer free personalised Last.fm-powered Bild-Radio on their relaunched website.

Every visitor to Bild.de will now be able to launch their own personal Bild-Radio station from the site. Stations are based on musical genres like Rock, Dance and Classical, or users can type in an artist and listen to a radio stream of similar artists built on recommendations drawn from the music taste of Last.fm's 21 million-strong global community.

Last.fm is consolidating its position as the leading online radio partner for some of Europe's biggest news websites. The Bild.de integration follows a successful partnership with Europe's most popular weekly magazine Der Spiegel, which was launched in December last year, as well as an evolving relationship with the BBC which has seen the broadcasting service integrate Last.fm webservices into its digital radio and online properties.

The social music network is also working towards greater integration of its radio service on leading websites outside of Europe in the coming months.

Martin Stiksel: "It's great to be working with Bild.de to bring the Last.fm experience to a whole new audience. We're providing a unique online radio experience driven by the best music recommendation engine on the web, drawing from a huge database of tracks from all four major labels and thousands of indies. Having recently released metrics that reveal 19 million additional users engaging with Last.fm on third-party sites, it's clear that integrating Last.fm on external platforms in this way plays a crucial part in building our audience and business."

Bild-Radio is accessible as a test for the next six months in the Entertainment Channel of Bild.de.

About Last.fm

Founded in 2002, Last.fm is the largest global free music platform on the web. Last.fm can offer music fans millions of tracks in every genre for free-on-demand streaming thanks to partnerships with Universal, EMI, Warner Music Group, Sony BMG, CD Baby, independent aggregators The Orchard and IODA, and more than 150,000 independent artists and labels – without the need to sign up or download any software. As well as being able to access tracks for free – a service which has seen Last.fm become the fastest-growing free online music network in the U.S. – music fans can also share their music preferences by linking their media player to the Last.fm database. As a result, Last.fm can intelligently recommend songs, artists, local concerts and even other members based on their musical tastes. Last.fm

also supports unsigned artists by offering them an unprecedented Artist Royalty program through which they can earn revenue directly from Last.fm every time their music is streamed. Learn more about Last.fm at www.last.fm.

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