

Last.fm announces partnership with Netlog

Submitted by: Clarity Communications

Thursday, 20 March 2008

Social music network gives Netlog's 33 million users the ability to add streaming radio, playlists and more to their profile pages

London: 20th March 2008 - Last.fm (<http://www.last.fm/>) today announced a partnership with Netlog (<http://www.netlog.com/>), one of Europe's biggest social networks, which will allow users to add Last.fm widgets to their profile pages.

Netlog's 33 million users will now be able to access Last.fm's music library – the largest licensed streaming music catalogue on the web – directly from their own Netlog pages, by adding the Last.fm Radio widget to their profiles. Users who add Last.fm Radio will be able to stream tracks from all four major labels and thousands of independents, without even needing to sign up to Last.fm.

Netlog users will also be able to choose from other Last.fm widgets, including Charts – enabling them to show off what they're listening to – and Playlist – which allows them to add a playlist of their favourite tracks to their profile.

Martin Stiksel, Last.fm co-founder, said: "We're extremely pleased to be able to offer our widgets to Netlog users. We're giving them an unparalleled music experience right on their own page. If Netlog users want to listen to music based on a specific artist or genre, they just need to add our Radio widget and begin streaming straight away, with millions of tracks at their disposal."

Lorenz Bogaert, co-founder and CEO of Netlog, believes the partnership will help grow the site and attract even more users through enhanced services: "Our focus is to create a social platform that focuses on a superior user experience. Last.fm's radio widget fits perfectly in that strategy. We will open our platform to a selected number of partners, with applications and widgets that are creating additional value for our international users."

Last.fm recently announced that activity around third-party applications on other websites added 19 million music fans to its user base in January, in addition to the 21 million active users engaging with the Last.fm site itself.

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 and Sony BMG, independent aggregators The Orchard, CD Baby 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.

About Netlog

Netlog is the leading European social network platform with a pan-european and local dimension. It is currently available in more than 16 countries and 15 languages. More than 33 million members are connected throughout Europe and generate more than 4,5 billion page views per month throughout all the countries. Netlog Nv is based in Ghent, Belgium, has 40 employees and more than 30 freelance community managers and moderators throughout Europe. At the start of 2007, Index Ventures and Atomico (Kazaa, Skype, Joost) invested in Netlog.

Netlog received the Red Herring Europe 100 award, the award of 'Site of the Year' in 5 European countries (Spain, France, UK, Germany and Italy) and Mashable Open web award in the category "Mainstream and large Social Networks". For more information visit <http://corporate.netlog.com>

Media Contact:

Christian Ward

Tel: +44 (0) 20 7780 7080

Email: christian@last.fm

Marc Ambasna-Jones

Tel: +44 (0) 1225 580141

Email: marc@monumentpr.com