

Social Media Community for Spotify Music Fans Goes Live

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ShareMyPlaylists.com is a powerful new social media platform focused on the music streaming service Spotify.

NME.com hailed the original ShareMyPlaylists.com (<http://www.sharemyplaylists.com/>) as “genius” and now this brand new version of the site is set to become the definitive destination for music fans to indulge in their passion online. Visitors can share and edit their Spotify (<http://www.spotify.com>) playlists, produce their own free blogs, connect with fellow fans, build personal profiles, create and join groups based on their musical tastes and much, much more.

ShareMyPlaylists.com (<http://www.sharemyplaylists.com>) was originally created as a place to share playlists for Spotify. It proved so popular that stars including Will Young (<http://sharemyplaylists.com/wills-spotify-playlist/>), The Saturdays (<http://www.sharemyplaylists.com/frankies-playlist/>), Gary Go (<http://www.sharemyplaylists.com/rsotb01-childhood-memories/>), Vagabond (<http://www.sharemyplaylists.com/vagabonds-playlist-part-1/>), Marmaduke Duke (<http://www.sharemyplaylists.com/marmaduke-duke-playlist-the-dragon/>) and record label Parlophone (<http://sharemyplaylists.com/parlophone-on-our-stereo-july-2009/>) all created their own playlists for www.sharemyplaylists.com

Kieron Donoghue Founder of ShareMyPlaylists.com (<http://www.sharemyplaylists.com>) says,

“We believe that our new site is a first and gives all music fans a place to get involved in a whole range of activities centred around their love of music. Not only can they share and discover great new music via the playlists, they can blog about their favourite acts, hook up with other members that have the same musical taste and build up a community of like-minded fans online.”

Here is a snapshot of some of the features and activities available on the completely free ShareMyPlaylists.com:

* Blogs (<http://sharemyplaylists.com/blogs/>)

Possibly the most important feature of the new site is the facility to enable individuals, bands and organisations to have their very own blog. No technical expertise required.

* Playlists (<http://sharemyplaylists.com/>)

Members can store and check out all the Spotify playlists that they have created for ShareMyPlaylists.com. Here they can also edit their playlists and submitted artwork as well as create a favourites list of other members playlists.

* Groups (<http://sharemyplaylists.com/groups/>)

Members can create their own groups on ShareMyPlaylists.com based on their favourite artists or musical genres. In groups they can post information and create forum discussions.

* The Wire

The wire is a place where friends and other ShareMyPlaylists.com members can connect by sending messages to a user's 'wire'. Private messaging is also possible with ShareMyPlaylists.com via an internal email system.

* Friends

Members can send friend requests to build up their network and connect with like-minded music fans. Relevant friends with which to network can be searched for via profile keywords on the members directory.

* Activity Streams

Members can keep up-to-date with friends' activities on the site by following their activity streams. Here all information such as wire posts, blog posts, friendships and comments is listed.

Music fan Sean Woods described his delight after trying out the pilot service,

"Most fan sites contain info on a single artist or band which means that fans rarely get to know about similar artists or their influences. With the new ShareMyPlaylists.com site I can now chat with followers of my favourite acts and get to see what other music they are into. I can also listen to their recommendations via their Spotify playlists. It means I'm getting to listen to new and exciting stuff all the time. It's also great to be able to connect with like-minded people and build up a network of friends with a common interest".

ShareMyPlaylists.com has also just signed an advertising sponsorship deal with Vodafone.

Check out <http://www.sharemyplaylists.com>

Ends

EDITORS NOTES

About Spotify

Spotify is an online music service offering users the ability to stream music on demand using Spotify's unique technology.

Simply download and install, before you know it you'll be singing along to the genre, artist or song of your choice. There are no restrictions in terms of what you can listen to or when. Spotify is instant, fun and simple. Spotify respects creativity and believes in fairly compensating artists for their work. We've cleared the rights to use the music you'll listen to in Spotify.

About ShareMyPlaylists.com

ShareMyPlaylists.com was created by founder Kieron Donoghue, a huge music fan who wished to create a playlist sharing service for Spotify's UK users. Kieron is also owner and director of UK Offer Media

Limited.

Check out <http://www.sharemyplaylists.com>

For more information or image requests, please contact:

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