

MXP4 to Show SXSW Attendees How Interactive Music Will Drive Increased Fan Engagement and Create New Business Opportunities

Submitted by: Clarity Communications

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Paris, France, 9th March 2010 - MXP4, developer of music technology for interactive singles and albums, today outlined what CEO Albin Serviant and Vice President of Business Development Jeff Marois will be presenting at the 24th annual South By Southwest (SXSW) Music and Media Conference and Festival. Drawing on their experience of launching interactive singles and albums for top artists, the executives will show how emerging interactive music formats, which have proven their ability to drive greater fan engagement with artists and their music, can create new business opportunities and revenue streams for the entire music industry.

Serviant will focus on how interactive music - the ability to mix, remix and personalise songs - can reinvigorate the industry, driving new revenue streams across multiple platforms. During his panel, What Comes Next in the World of Marketing Music, Serviant will share expertise garnered from his current role, as well as previous positions such as his role as EVP & GM at Vivendi Mobile Entertainment.

The session will explore marketing and promotion in today's sophisticated entertainment environment, discussing what large acts moving away from record contracts look for when seeking a business partner, marketing service, or distributor, as well as ways service companies can keep ahead in the industry and provide the support required at a larger scale.

Jeff Marois, MXP4's Vice President of Business Development, will speak on the panel, Global Music Marketing: How to Reach Fans Worldwide. Marois will provide insight into strategies that fulfill the promise of higher fan engagement on a global level.

"I am excited to join the esteemed roster of industry experts at an event that has proven its importance across the entire entertainment industry for nearly 25 years," commented Serviant. "Our industry is going through a period of incredible, rapid change, and I look forward to sharing insights, advice and opinions on how we can progress toward our shared goal of a successful, prosperous future."

For further information on Albin's point of view, please read the following blog posts:

Is the future of Music the Album App?

<http://blog.mxp4.com/2010/02/albin-serviant-is-the-future-of-music-the-album-app>

Interactivity as the Path to Fan Engagement and Sales

<http://blog.mxp4.com/2010/02/interactivity-the-path-to-fan-engagement-and-sales-by-albin-serviant>

Music Technology and Trends that will Drive Revenue Growth

<http://blog.mxp4.com/2010/02/the-music-technology-and-trends-that-will-drive-revenue-growth-by-albin-serviant>

Please see more examples of MXP4 powered interactive singles and albums at www.mxp4.com/applications.

ABOUT MXP4

MXP4 develops interactive music solutions that are changing the music experience for consumers by allowing them to play with the music. MXP4 delivers an interactive digital music experience which enables the music industry to explore new revenue opportunities and engage more closely with consumers. Based in Paris, investors include Sofinnova Partners and Ventech.