

# **A&M/Octone Releases MXP4 Interactive Remix-It Music App for K'Naan's International Hit "Wavin' Flag", the Theme Song for Coca-Cola's Sponsorship of the FIFA World Cup**

Submitted by: Clarity Communications

Thursday, 24 June 2010

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Play With It at <http://tinyurl.com/knaanmvp4>

Paris, France - June 24, 2010 – Record label A&M/Octone today announced the launch of an MXP4 interactive remix app for K'Naan's "Wavin' Flag". "Wavin' Flag" is the Coca-Cola theme song for sponsorship of the 2010 FIFA World Cup, which has the largest sports fan base in the world. MXP4 is a developer of interactive music technology used by both major labels and the independent music community.

The interactive music and branding solution puts multiple versions of the song into a single interactive music app to increase the international appeal of the K'Naan hit that has already reached No. 1 in 11 different countries around the world. The MXP4 application, which features remixes by Will.i.am and David Guetta as well as two Coca-Cola-sponsored versions of "Wavin' Flag", gives fans a video game-like experience, with the ability to play with the song and create their own remixes.

K'Naan's "Wavin' Flag" interactive music app is optimized for viral sites and social networks. The application is fully integrated into K'Naan's Facebook page, creating strong fan engagement by having them interact with "Wavin' Flag" right on the Facebook page. Fans using the interactive application are also able to easily share it through blogs, Twitter, Facebook and other popular viral and social media platforms.

"We're incredibly proud that A&M/Octone selected the MXP4 interactive music solution to play a part in the world's biggest sporting event," said Albin Serviant, CEO of MXP4. "K'Naan and A&M/Octone's adoption of our interactive music technology for the theme song is a significant validation of the revenue and branding opportunities the music, media and marketing industries can realize by giving fans the ability to experience a deeper connection with the music, the artists and other fans."

Whether developed to promote brands or bands, MXP4's interactive music solutions including Web and iPhone apps have a proven ability to build fan engagement, encourage viral distribution and ultimately drive sales. Internal statistics show that fans use interactive music for an average of 9.1 minutes per track, drive 75% of traffic virally and click through to purchase as much as 3% of the time.

Thanks to MXP4's Everywhere roadmap, the interactive music technology is readily available in third party services, apps and music formats and has been adopted by well over 100 artists to date including Michael Jackson, Pink, Pet Shop Boys and Britney Spears, as well as by advertisers, media portals, mobile applications and music distribution platforms.

About MXP4

MXP4 develops interactive music solutions that are changing the music experience for consumers by allowing them to play with the music. MXP4 to engage more closely with consumers and enables the music industry to explore new revenue opportunities. The company founders and board members were previous

senior executives of Musiwave, Vivendi Mobile Entertainment, EMI Music and DivX. The company is backed by Sofinnova Partners and Ventech.

<http://www.mxp4.com>

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