

MXP4, Spotify and Sony Music launch interactive music advertising app on Spotify

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First-of-its-kind campaign for Mark Ronson's new album uses MXP4 technology to enable Spotify users to play with tracks in a game-like environment directly within the ad

Campaign marks latest step in MXP4's vision to bring social music gaming to all music platforms, devices and online networks

MXP4, the leading developer of interactive music solutions, and Sony today announced the launch of an interactive music ad campaign for Mark Ronson on Spotify. The campaign, powered by MXP4's technology, enables Spotify users to play with and mix three Ronson tracks - including his first single Bang Bang Bang. The campaign is set to run in the UK, Sweden, Norway, France and the Netherlands.

The MXP4 app will be featured within the Spotify lightbox ad unit and on the Spotify blog, and uses MXP4's interactive technology to enable music fans to play with three Ronson tracks, Bang Bang Bang, The Bike Song and Somebody To Love Me, in a game-like fashion. The individual elements of each song can be turned on and off as each track plays, allowing users to create their own unique versions of the songs. The app will also be launched on Mark Ronson's Facebook page, allowing his fans to share the app with their Facebook friends - play with it here: http://www.facebook.com/markronson?v=app_158449370833631

Albin Serviant, MXP4 CEO, said: "We're hugely excited to be launching our first interactive music ad units with Spotify. Our social music gaming apps are a great leap forward from traditional audio and banner advertising, offering an immersive game-like experience that's been proven to keep music fans engaged for minutes at a time. Music services like Spotify are becoming ever more social, while music fans continue to share content across multiple platforms, and MXP4 is well placed to leverage that engagement for brands and advertisers through its social gaming apps, as this campaign proves."

Will Hope, Senior Partner Account Manager at Spotify, said: "It's great to integrate MXP4 into our advertising platform and to support yet another innovative artist marketing campaign with Sony Music. MXP4's interactive app is such a good tool to engage our users with new music, whilst Spotify offers the ideal environment and audience."

Louise Gitlin, New Services Account Manager, Sony Music Entertainment UK Ltd., said: "We think this promotion is a perfect fit for Mark given his prominent position as a DJ and producer. The app is something new and innovative and it is a great way of having Spotify users interact with his music."

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.

ABOUT MXP4:

MXP4 develops interactive music solutions that create revenue opportunities for the music, media and marketing industries. MXP4's video game-like environment lets consumers interact with brands as they play with the music, resulting in high engagement, viral distribution and conversion rates. The MXP4 Everywhere roadmap ensures the interactive music technology is readily available in third party services, apps and music formats. MXP4 is backed by Orkos Capital, Sofinnova Partners and Ventech.

ABOUT SPOTIFY:

Spotify is an award-winning music service created to offer a legal and superior quality alternative to music piracy. Spotify provides instant access to whatever music you want, whenever and wherever you want it, through a simple, clean and quick to use platform via an ad-supported, free-to-the-user service and a paid subscription service. With access to millions of songs in high quality audio through your computer, on your mobile and beyond, Spotify makes it easier than ever to play and share music legally.

www.spotify.com

CONTACTS:

US: Ephraim Cohen - cohen@fortexgroup.com

UK: Christian Ward - christianw@monumentpr.com

FR: Gildas Piquet - gildas.piquet@mxp4.com

<http://www.mxp4.com>

<http://www.twitter.com/mxp4>

<http://blog.mxp4.com/>