



## **Shazam sees mobile music services growth exceed 500% and expands to 25 new countries**

### **Shazam announces enriched mobile music experience through agreements with AMG and LyricFind**

**San Francisco and London, 23 October 2007** – Shazam, the world-leading mobile to web music services provider today celebrates record growth by announcing an increase in end-user traffic of 500 per cent in the last five months. Currently registering one and a half million calls per week, Shazam's service has gone from strength to strength and now boasts 11 million unique users. The company is launching services in 25 new countries giving it coverage across 45 markets in all major territories including the United States, Europe, Latin America, Asia Pacific and MENA. Consolidating its position as a pioneer in mobile music, Shazam also today announces strategic agreements with All Media Guide (AMG) and LyricFind to integrate the world's leading rich music content to provide the ultimate mobile music experience.

The agreements, which are extensions to Shazam's core service of music recognition will provide users with a host of rich information (including artist biographies, album cover art, reviews, pictures and lyrics) on over 4 million tracks and artists. Using this information, music lovers will be able to discover, purchase and interact with music while on the move, all from one application on their mobile phone. They will also be able to manage their historical discoveries, access track charts, purchase follow-on products and share their musical findings with their friends.

Mobile operators are also expected to benefit, with artists and record labels marketing music through mobile operators rather than through more traditional channels, as was the case with Prince's decision to release his first single from Planet Earth in North America exclusively with Verizon in May 2007 which utilised Shazam's music recognition services. As operators look towards offering richer content and media, services such as those provided by Shazam not only present operators with new revenue streams but also provide them with new ways of supporting creative entertainment. Shazam's agreements with AMG and LyricFind are an ideal case in point. Average monthly usage levels are expected to quadruple

as a result of the agreements, giving operators the opportunity to benefit from higher revenues, greater customer loyalty and significantly reduced churn.

Andrew Fisher, CEO of Shazam commented: “We are delighted and proud to have reached this milestone in our history. 500 per cent growth in just five months is unprecedented and not only reflects the maturity of the market but also the depth of our service in delivering end users the rich music experience they want and need. We are confident that our agreements with AMG and LyricFind will continue our commitment to innovation and support our expanding global footprint.”

Karl Ryser, Jr. President, AMG said: “AMG is pleased to add exceptional value to Shazam’s services. We have seen a strong demand that demonstrates music fans want to consume music on their mobile devices. Our agreement with Shazam is a significant development as it allows them to offer AMG’s worldwide leading music content on mobile devices in a consumer-friendly way. We are always looking for new ways to help our customers serve music lovers and, by working with Shazam, we are pleased to help consumers gain more enjoyment from Shazam’s services.”

Darryl Ballantyne, LyricFind's President & CEO, stated: “We are very excited to partner with Shazam. Not only does it keep us at the forefront of cutting edge music technology, but it also provides us with the chance to reach Shazam’s 11 million users worldwide. Enabling music discovery through lyrics is a natural extension to Shazam and will make an already incredible service even better.”

Shazam works by end-users holding their phone to the music for 5 to 10 seconds while it identifies the track using a process based on unique 'fingerprints.' The service immediately sends the user the name of the artist and song title. Having received the music recognition result, users can then choose to buy associated products (ringtones, full track music, wallpapers etc), find out more about the track or artist, or engage with like-minded fans. To use Shazam's music recognition service, customers do not need any additional hardware or software for their mobile phone, and no user registration is required.

Fulfilling genuine user demand, Shazam’s Music Discovery service is recognized as a real value-added service for mobile by consumers and partners, and the integrated music services suite delivers additional enterprise value prompting higher levels of repeat usage positively impacting ARPU.

## **NOTE TO EDITORS:**

### **About Shazam Entertainment**

Shazam is the world's leading mobile to web music services provider - enabling consumers to experience music through discovery, purchase and interaction with others across mobile devices and the internet. More than 11 million people have used Shazam's mobile services since launch.

Headquartered in London England, Shazam's solutions enhance the music strategies of carriers in more than 45 countries throughout the US, Europe, Middle East and Asia, including Verizon, AT&T, Vodafone and Motorola.

Shazam's Tag Charts generated by the company's mobile music recognition service are constantly referenced by the music industry as a true indicator of market interest in pre-release material and a monitor of the hit potential of a track or artist.

Shazam's successes have been recognised through numerous awards, most recently winning the Mobile Entertainment Award for Best Music Service Provider.

Investors in the company include Acacia Capital Partners (formerly IDG Ventures Europe which operates an investment fund within Europe) and DN Capital (a leading pan-European venture capital firm with a focus on software and IT companies in the United Kingdom, France, the Nordics and Germany).

For more information please visit [www.shazam.com](http://www.shazam.com)

### **About All Media Guide**

All Media Guide, based in Ann Arbor, Michigan, is the leading authority on music, movies and games. Since 1991, the company has provided comprehensive content and technologies to support the physical and digital distribution of entertainment media. With thousands of musicologists, film historians, and game specialists contributing over the years, AMG has created the industry's cleanest, most in-depth database of information and original editorial content. AMG content and technologies are licensed by leading consumer electronics manufacturers, retailers, and Internet sites.

For more information please visit AMG at [www.allmusic.com](http://www.allmusic.com), [www.allmovie.com](http://www.allmovie.com) and [www.allgame.com](http://www.allgame.com)

### **About LyricFind**

LyricFind is the world's leader in digital lyric licensing, with licensing agreements from nearly 2,000 top level publishers, including standouts such as EMI, BMG, and Universal. Through these agreements, LyricFind provides lyrics search and display services for all types of digital use, including web display, subscription, downloads, mobile, and device licensing. LyricFind has spent years developing both the licensing and content, resulting in the most complete and accurate database of lyrics in the world. Since all LyricFind does is lyrics, clients can be sure they're dealing with a company that is focused, dedicated, and directed solely towards providing the top-notch service, content, and devotion they demand and deserve. To customers small, big, and huge — we make lyrics work.

For more information about LyricFind please visit: <http://www.lyricfind.com>

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