



Press Release
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Qobuz and Cultura Announce a long-term partnership

The French specialist chain store Cultura, which has set out to make cultural and artistic activities accessible to everyone, has announced a long-term partnership with Qobuz, the leader in Hi-Res music. Under the new deal, the online music service will continue to raise its profile and make high-quality online music available to a wider audience.

From 17 July 2017 onwards, customers of the 74 Cultura stores across France will be able to discover Qobuz special offers and subscribe to them at discounted rates. Each store will now have a tablet equipped with a specially-designed Qobuz streaming audio music player app. Sales staff will be able to use the app to demonstrate the Qobuz "Premium", "Hi-Fi", "Sublime" and "Sublime+" subscription offers. It is also an easy way to listen to the albums on sale in CD and vinyl formats.

Cultura customers interested in subscribing to the online music service will be eligible for special offers starting at €0.99 on www.cultura.com/qobuz.

To celebrate the partnership, discover the new talents on offer from the French indie label **Because Music**. A free album is being given away to everyone on www.cultura.com/qobuz. Artists include Amadou & Mariam, Asgeir, Klyne, Denai Moore, Delv's, Declan McKenna and Petit Fantôme.

Qobuz offers will feature prominently throughout the partnership, either in-store with POS advertising in the music areas, on [cultura.com](http://www.cultura.com), on the social networks and for subscribers to the Cultura newsletters.

"Cultura is proud to be able to offer Qobuz high-quality audio streaming subscriptions to its customers. All offers will be available in our stores and on Cultura.com. Our music salespeople will use the application on an everyday basis to continue selling offline products at the same time," explained **Jean-Luc Treutenaere, director of external relations and head of the music, video and gaming market at Cultura.**

"The clear winner in this partnership is the music!" said **Denis Thébaud, chairman and CEO at Qobuz.** *"We are pleased to report that the Hi-Res sound quality, our teams' musical expertise and our unique editorial line are continuing to become more and more popular."*

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Additional images available upon request.
Contact us for a trial subscription or a demo of our services.

About Cultura

Cultura is an independent chain founded in 1998 with a dual role as distributor and cultural event organiser. Over and above its extensive product and service range, it offers its customers the opportunity to get actively involved by taking part in over 3,000 events a year (including book signings and showcases) and 40,000 creative workshops, which draw nearly 250,000 participants. Cultura currently has a staff of 3,250 employees along with 74 stores, an e-commerce website <http://www.cultura.com/> and two community websites with close to 20,000 members: CulturaCréas and CulturaLivres. The Fondation Cultura, a corporate foundation set up in 2012, embodies the brand's values and pursues its mission to make Culture accessible to as broad a population as possible. It supports educational and outreach projects in the vicinity of Cultura stores. The brand recently rolled out classcrea.com: a new platform specifically for creative workshops where participants learn from each other.

cultura.com // [Facebook/Culturafr](https://www.facebook.com/Culturafr) // [@Cultura](https://www.instagram.com/Culturafr) // [Instagram/Culturafr](https://www.instagram.com/Culturafr)

About Qobuz

Qobuz is an online music platform which offers streaming subscriptions and instant downloads. Qobuz is the world leader in high-quality sound, and sets itself apart with its content selection and editorial line.

Qobuz has, over many years, set the standards for the online music industry, by pushing producers, artists and studios to provide the public with the best possible sound sources, in "lossless" sound quality and high resolution (Hi-Res). As of today, the Qobuz catalogue contains 40 million tracks. All of it is available in 16-bit/44 kHz quality, i.e. quality similar to what is found on a CD, in the Sublime and Sublime+ subscriptions.

Qobuz also offers access to the largest Hi-Res catalogue in the world, of around 70,000 albums. Since May 2017, all of this collection will be available via Sublime+, the first Hi-Res music streaming subscription service in the world.

The service, member of the DEG (The Digital Entertainment Group), is currently available in 9 countries (France, the UK, the Republic of Ireland, Germany, Austria, Switzerland, Belgium, Holland and Luxembourg), and will soon be launched in Spain, Italy, Poland, the USA and Canada.

Qobuz was created in France by Yves Riesel and Alexandre Leforestier in 2007. It was taken over in late 2015 by Xandrie SA, based in Pantin, near Paris.