



INTERNATIONAL PRESS RELEASE

Paris, Monday, January 6th, 2014

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MUSIC IS BACK !
AFTER FRANCE,
QOBUZ LAUNCHES IN 8 MORE COUNTRIES
2ND DECEMBER 2013
ITS WORLD EXCLUSIVE STREAMING OFFERS

QOBUZ streaming went live across Europe on 2nd December 2013

On 2nd December 2013 **QOBUZ** launched its streaming service in the following European countries

Austria
Belgium
Germany
Ireland
Luxembourg
Netherlands
Switzerland
United Kingdom

Offering a completely new user interface and new audiophile listening experience, the service will be reorganised in Spring 2014 to allow downloading and purchasing to be integrated within applications worldwide.

QOBUZ SUBSCRIPTIONS

QOBUZ HI-FI (44.1 KHz LOSSLESS FLAC – COMPLETE CATALOGUE)

£19.99 monthly

£199.99 annually (2 months free)

QOBUZ HI-FI CLASSIC (44.1 KHz LOSSLESS FLAC - CLASSICAL REPERTORY ONLY)

£14.99 monthly

£149.99 annually (2 months free)

QOBUZ PREMIUM (MP3 320k)

£9.99 monthly

£99.99 annually (2 months free)

QOBUZ BASIC (MP3 320k)

£4.99 monthly

No annual subscription

PC only

SOUND QUALITY: THE HALLMARK OF QOBUZ

From its inception **QOBUZ** has helped improve the quality of online music, publishing content of a standard unmatched by any available current service.

- > A world first: Subscription to **QOBUZ HiFi Streaming** in genuine 16 bit /44.1 kHz CD quality
- > A world first: 100% of **QOBUZ**'s catalogue downloadable in genuine 16 bit /44.1 kHz CD quality
- > A world first: 4000 albums in genuine 24 bit/192 kHz **QOBUZ Studio Master** HD quality
- > A world first: A growing catalogue available for download in Multichannel Sound (5.1)

QOBUZ offers its subscribers exclusive metadata, informative articles about tracks, artists, albums and concerts, digital CD booklet notes and artwork, and updates on available audio material.

High Fidelity online music (16-bit/44 KHz CD-quality or 24-bit Masters' Studio Quality) isn't simply for audiophiles any more. It's spreading fast: all new recordings are being made in high definition, and producers of audio material are rapidly developing an expanding range of products. Even developers of ordinary phones are now releasing 24-bit-compatible devices, among them the LG G2 and HTC One.

MUSIC IS BACK ! After years when mobile music was just about low standard reproduction, domestic sound devices and systems are today enjoying explosive growth, providing great sound of unprecedented quality at an affordable price.

QOBUZ: A MAJOR PLAYER IN THE AUDIO-CONNECT REVOLUTION

QOBUZ offers subscribers a suite of comprehensive applications compatible with all operating systems, making the service universally accessible.

QOBUZ has further anticipated new elements being added to the mix with the development of its own API. An API is a technical gateway between **QOBUZ**'s online content and devices developed by third parties. The aim of an API is to allow external devices to access the full richness and range of **QOBUZ** material. An external device's ability to embed all the sound and publishing features of **QOBUZ** in its own application allows the user to experience **QOBUZ** differently from any other current services.

There's a long list of international brands with which **QOBUZ** is working to integrate its services – including car manufacturers. When it comes to music in the home, the most wide-ranging and well-known collaboration is with SONOS – the world leader in multi-room music. This collaboration has allowed SONOS customers to benefit from genuine CD-quality **QOBUZ** streaming in a particularly convenient way.

In the connected TV market, LG and LOEWE are now moving towards a new audio quality policy, which will revolutionise the way the market works.

QOBUZ'S ECONOMIC MODEL

The difference between “streaming music” and “downloadable music” is less important now than the quality of access and the options which a service can offer. ARPU (“Average Revenue Per User”) is the economic model suggested by **QOBUZ**. We passionately believe in the future of online music. Combining downloading and streaming, the **QOBUZ** formula aims to create value for the user on the one hand, and for artists and producers on the other. **QOBUZ** believes that value creation in online music relies on product tailoring. This can be centered around different criteria, such as tailoring by quality or tailoring by repertoire. Options can also be tailored according to users’ sociological profiles: this is where the real future strength of online music lies, contrasting the fairly homogenous model with which generations up to now have been accustomed.



MUSIC IS BACK!

About QOBUZ

QOBUZ is the first online music service to offer High Fidelity access to all record labels (both major and independent), all artists, and all music genres.

QOBUZ offers:

- Unlimited music streaming subscriptions in genuine CD quality (16 bit /44.1 kHz)
- Lossless, gapless downloading of its entire catalogue in genuine CD quality (16 bit/44.1 kHz)
- HD downloading up to 24 bit/192 kHz for more than 4,000 **QOBUZ Studio Master** albums.

QOBUZ offers extensive documentation of its content, including tens of thousands of digital booklets, biographies, artist interviews, and exclusive written content.

QOBUZ's mission: to offer the best music service in the world !

QOBUZ applications are available on IOS, Android, Kindle, Windows 8 -
www.qobuz.com/applications

~ find out about **QOBUZ** here: www.qobuz.com ~

Facebook: <https://www.facebook.com/qobuz>

Twitter: @qobuz