

MXP4 INTERACTIVE FORMAT

MXP4 Data Shows Interactive Music Drives Engagement, Viral Distribution and Music Purchases

Interactive music users playing with 2.6 tracks for 9.1 minutes per session; 75% of interactive music traffic on the Web is viral; recent tests show that 3% of traffic clicks through to buy.

Paris, France - December 9th, 2009 - MXP4, developer of interactive music solutions, today release data showing how interactive music releases are driving fan engagement and music sales revenue. The data shows that interactive music features such as mash-ups, mixing and live updates result in highly engaged users that interact more with the artists's communities, pay more attention to marketing messages, distribute the music related content virally and drive sales.

Based on traffic data over the last six months, MXP4 saw music fans use interactive music modules for an average of 9.1 minutes while playing with 2.6 tracks. With 75% of traffic to interactive music modules happening virally, the data also shows the viral power of interactive music. Consumers use MXP4 powered modules on the Web and iPhones to mix, mashup and create personalized versions of their favorite songs from popular artists.

Because fans are actually playing with music, this means they are not simply listening to, but looking at the modules. As a result, the higher engagement gives artists and brands more time to send information, such as concert dates and album information, to fans. In addition, the interactive format means fans are more ready to take actions than when they are in a listen only mode. Data from a recent campaign tracked by MXP4 shows that up to 3% of click through traffic results in sales.

«Our mission is to use interactive music drive the highest level possible of fan engagement while creating new business opportunities. The high level of engagement and viral distribution shows just how much consumers are embracing interactive music.» said Albin Serviant, CEO of MXP4.

MXP4 has had over 50 major artists adopt its technology to create interactive singles and albums including Britney Spears, Pink, Pet Shop Boys, Basement Jaxx, Ministry of Sound, Ghostface Killah, Calvin Harris, LaRoux, and Michael Jackson's label.