

## **LAST.FM TO INTRODUCE INTERACTIVE ADVERTISING CAMPAIGNS USING MXP4 MUSIC TECHNOLOGY**

CBS Interactive Music Group's Last.fm, the worldwide leader in music discovery, announced today that advertisers looking to drive dynamic online engagement will now have the ability to do so through highly interactive music features powered by MXP4 technology.

MXP4 apps can be customized for a more game like music experience, allowing fans to not just play music, but play with it. Last.fm's new premium advertising platform results in branded environments and ad units in which users engage with the songs themselves. Sponsored pages will integrate MXP4's FanMix, Remix It, Max It and Sing It, as well as social gaming type features like Karaoke Battle. Users can turn instruments on and off for a particular track, combine different versions of the same song, or sing along as lyrics scroll on the player.

“Last.fm provides a ‘lean forward’ experience for our users, engaging them with targeted content and the ability to discover new music,” said Adam Goldman, Vice President, National Digital Sales, Last.fm. “MXP4's technology deepens that engagement by appealing to our users' love of music and social communications. Through these unique and highly interactive communications, Last.fm with MXP4 offers an exciting experience for our advertisers and audiences alike.”

“By putting MXP4's interactive music technology into the advertising platform on Last.fm, we are aiming to create ads as engaging as the music content itself, thereby creating the best possible ad-supported music experience for both fans and brands,” commented Albin Serviant, CEO of MXP4.

In the past year, MXP4 has been used by more than 100 popular recording artists and major brands to drive engagement, viral distribution and purchases. MXP4 data shows that fans use the company's applications for an average of 9.1 minutes per session, 75% of traffic to campaigns is viral within three weeks and click through rates to purchase good online can exceed 3%.

### **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.

#### Contacts :

US: Ephraim Cohen - [cohen@fortexgroup.com](mailto:cohen@fortexgroup.com)

UK: Christian Ward - [christianw@monumentpr.com](mailto:christianw@monumentpr.com)

FR: Gildas Piquet - [gildas.piquet@mxp4.com](mailto:gildas.piquet@mxp4.com)

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

### **ABOUT LAST.FM :**

Founded in 2002, Last.fm is CBS Corporation's (NYSE: CBS.A and CBS) global music discovery service. Last.fm intelligently recommends users new music, personalized radio, concerts, while connecting music lovers from around the globe. Last.fm's unique 'scrobbling' technology gathers music listening from across 600 websites and music services, and automatically adds this information to a user's Last.fm profile. Last.fm harnesses this growing record of 40+ billion pieces of music taste information to recommend music to more than 40 million users across 12 languages in more than 200 countries. Learn more at: [www.last.fm](http://www.last.fm).