

**FOR IMMEDIATE RELEASE**

## **MXP4 announces the launch of two new social music games at Midem**

*MXP4 unveils new social music game, Bopler Tap Tour, as well as Bubble Music and confirms leadership in the new social music game category with an expanded library of licensed tracks*

**London (26 January 2012)** – MXP4 ([www.mxp4.com](http://www.mxp4.com)), the N°1 legal social music gaming company, today announces the development of its new game *Bopler Tap Tour*, and *Bubble Music* to be officially launched at Midem this weekend.

### **Bopler Tap Tour**

The new *Bopler Tap Tour* game is a major step in the development of MXP4's current social music gaming portfolio, inviting players to tour the world by playing music games city by city. Users get to experience 'playing live' to a crowd of fans as they progress in the adventure, gather more and more fans and unlock bigger venues to play in. Throughout the game, Larry, the efficient yet friendly manager chaperones users to maximise on star status. The game allows players to progress up the music ladder through a series of 'gigs', sharing with and competing against their friends via Facebook.

Using the same format as previous games, the new edition allows users access to a vast back catalogue of music, including hits from LMFAO, David Guetta, Far East Movement Gorillaz, Fall Out Boy, Tiesto, Robbie Williams and many more! These songs are made legally available through MXP4's global partnerships with leading labels and publishers, allowing for the first time ever a catalogue of hundreds of licensed tracks to be legally available in a social gaming format.

### **Bubble Music (available from Bopler Games)**

Throughout Bopler Games' beta period, the popular application has continually added engaging features and games while filling the service with licensed content from major and independent label and publishing partners. Bubble Games is already the most popular and fastest growing online game available on Facebook and *Bubble Music* is the latest edition to the family, with MXP4 bringing its unique twist of music integration to this well loved game.

"The significant growth of the Bopler brand through the creation of this new game offering, *Bopler Tap Tour*, and the addition of *Bubble Music*, one of the most popular online games of its genre, confirms our leadership in the new social music game category," commented CEO Albin Serviant. "Confidence in our brand continues to grow as music labels and publishers begin to recognise the monetisation potential that is created through the gamification of music and the opportunity to tap into an estimated \$5b social game market by 2015\*. We look forward to continuing this success throughout the year, with the exciting commercial launch on the horizon."

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Notes to Editors

\*(Source: Parks Associates 2011)

## **About MXP4**

MXP4's mission is to enable music fans not only to play the music but to play with it. The company's proprietary technology analyses music files and extracts data that enables casual games to deeply integrate music and game-play. MXP4's games leverage the power of social networking to create a new way for people to interact around music online. The company is backed by Orkos Capital, Sofinnova Partners and Ventech.

You can find a selection of the most recent articles on Social Music Gaming @ [socialmusicgaming.com](http://socialmusicgaming.com).

The platform is currently showcasing a first 2012 Playlist, with popular tracks, licensed from the leading major and indie labels and publishers in the world, including:

- 1) Nicole Scherzinger - Don't Hold Your Breath
- 2) Professor Green - Read All About It (Ft. Emeli Sande)
- 3) I Fight Dragons - The Geeks Will Inherit The Earth
- 4) Wynter Gordon - Buy My Love
- 5) Robbie Williams - Supreme
- 6) Far East Movement - Like A G6
- 7) David Guetta: Without You
- 8) Jason Derulo: It Girl
- 9) B52's - Love Shack
- 10) Chemical Brothers - Galvanize
- 11) Hot Chip - One Life Stand
- 12) Chromeo - Don't Turn The Lights On
- 13) Robert Palmer - Simply Irresistible
- 14) Gym Class Heroes - Clothes Off!
- 15) Gorillaz: 19-2000
- 16) 3OH!3: Robot
- 17) Good Charlotte: Sex On the Radio
- 18) LMFAO - Party Rock Anthem
- 19) Roxette: The Look
- 20) Aretha Franklin: Think

To play the game for yourself, visit: [www.boplergames.com](http://www.boplergames.com)

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