



Leading French website for streaming music

MARKET POSITION:

Deezer was created in 2007 and is now the leading French website for listening to music online, totally free, unlimited and legal.

Thanks to a 4 500 000 song catalogue and 33 themed web radio channels (rock, jazz, hip-hop, etc.), **Deezer** is on the top ten French entertainment sites with 7 million unique visitors.

Deezer's users are both men and women and 48% of them are under 35 years old. The website also has a high coverage on ABC1 and students.

	Deezer	Spotify
Unique Visitors (per month)	1,967,000	2,273,000
Unique Visitors (per day)	155,000	500,000
Pages Viewed (per month)	9,734,000	27,927,000
Time spent per UV (per month)	0:34:03	0:44:09

Source: Mediametrie NetRatings Fixe Sept 2017

EDITORIAL PROFILE:

Deezer has signed agreements with record companies and has a very strong social network, it is a reference site for music listening.

Users can exchange music, share their mood, find information on artists, albums, songs, etc.

Deezer's community is very active, dynamic and always growing.

The website also allows users to create playlists and stock MP3 titles. It is a very easy to use website with a simple, clear and uncluttered home page and with an application for mobile phones.

Advertising on **Deezer** is to associate the brand with a passion for the universe of music; 83% of the population has a positive judgement on a brand which is associated with music.

ADVERTISING RATES 2018:

Please contact us for details

TECHNICAL SPECIFICATIONS:

Please contacts us for details

CREATIVE DEADLINE:

Please contact us for all details

If you would like to receive copies, a media pack or coverage rankings, please contact
GCA International Media Sales 020 7730 6033
Email: gca@gca-international.co.uk