



Mobile

Leading French App for streaming music

MARKET POSITION:

Deezer was created in 2007 and is now the leading French App 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 app with 2,6 million unique visitors.

Deezer's users are both men and women and 48% of them are under 35 years old.

The app has also a high coverage on ABC1 and students.

	Deezer mobile
Unique visitors (per month)	5,596,000
Unique visitors (per week)	4,003,000
Unique Visitors (per day)	1,747,000

Mediametrie Net Rating mobile June 2020

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 app also allows users to create playlists and stock MP3 titles. It is a very easy to use app with a simple, clear and uncluttered home page.

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 2020:

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TECHNICAL SPECIFICATIONS:

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CREATIVE DEADLINE:

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