



Deezer and DAZN team up to offer premium music and sports streaming experiences in multi-market partnership

Beginning in France, Deezer and DAZN will offer fans on both platforms access to seamless streaming with world-class music experiences and premium sports content including Ligue 1 McDonald's football

Paris, August 14, 2024 – Deezer (Paris Euronext: DEEZR) a leading global music experiences platform and DAZN, a leading global sports streaming service, today announced a multi-year joint distribution partnership. This year, music and sports fans in France will be able to seamlessly access premium streaming on Deezer and DAZN through multiple direct-to-consumer offers, with frictionless user journeys and seamless payment.

The collaboration follows DAZN's recent win to become the home of Ligue 1 McDonald's in France – the only place you can access all 306 matches with eight out of nine matches per week live and exclusive on the platform, and will begin with providing Deezer users attractive offers on premium access to DAZN. Later in the year, DAZN will offer its users similar access to Deezer. After this initial launch, a global expansion is planned, beginning with Germany, Austria and Switzerland

"This is a unique partnership and an exciting new step in our collaboration with DAZN, as we join forces to deliver even more value to fans on both platforms," said **Ivana Kirkbride, Chief Commercial Officer, Deezer**. "Music and sports both have the ability to connect people in remarkable ways, which makes this partnership a winning concept. I'm sure our users will jump at the opportunity to enjoy Ligue 1 and other top tier sports on DAZN. France is just the first step, and we can't wait to see what this partnership will bring as we connect with DAZN's users and invite them to experience music on Deezer. "

Alice Mascia, DAZN DACH CEO and Group CMO, said: "DAZN is hugely excited to have become the home of Ligue 1 McDonald's in France. It's a move that gives us the opportunity to showcase the full range of our platform's capabilities, where fans can watch, play, buy and share all in one place. It also creates the conditions for this special collaboration with Deezer, which will demonstrate how the worlds of sport, music, media and entertainment are coming ever closer together, as well as allowing the two companies to work on some innovative projects together: digitally and physically. It's a great concept, and one we can't wait to develop and expand.

Through the partnership, both companies intend to collaborate through marketing initiatives and create co-branded sports and music experiences.

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ABOUT DEEZER

Deezer is one of the world's largest independent music experiences platforms, connecting fans with artists and creating ways for people to *Live the music*. The company provides access to a full-range catalog of high quality music, lossless HiFi audio and industry-defining features on a scalable platform available in 180+ countries. Founded in 2007 in Paris, Deezer is now a global company with over 600 people based in France, Germany, UK, Brazil and the US, all brought together by their passion for music, technology and innovation. By building strategic partnerships in key markets across Europe and the Americas, Deezer keeps delivering brand value and end-user engagement across a wide variety of industries, including telecommunications, media, audio hardware and e-retail. As an industry thought leader, Deezer was the first platform to introduce a new monetization model since the inception of music streaming, designed to better reward the artists, and the music that fans value the most. Deezer is listed on Euronext Paris (Ticker: DEEZR. ISIN: FRO01400AYG6) and is also part of the Euronext Tech Leaders segment, dedicated to European high-growth tech companies, and its associated index.

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About DAZN:

DAZN is the home of European football, women's football, boxing and MMA, and the NFL (excl. USA). DAZN is building the ultimate sports entertainment platform, based on premium sports rights, world-leading tech, and multi-platform distribution. DAZN believes that fans from across the globe should be able to watch, read, bet, play, share, socialise, buy tickets and merchandise, all in one place, with one account, one wallet and on one app.

For more information on DAZN, our products, people, and performance, visit dazngroup.com.