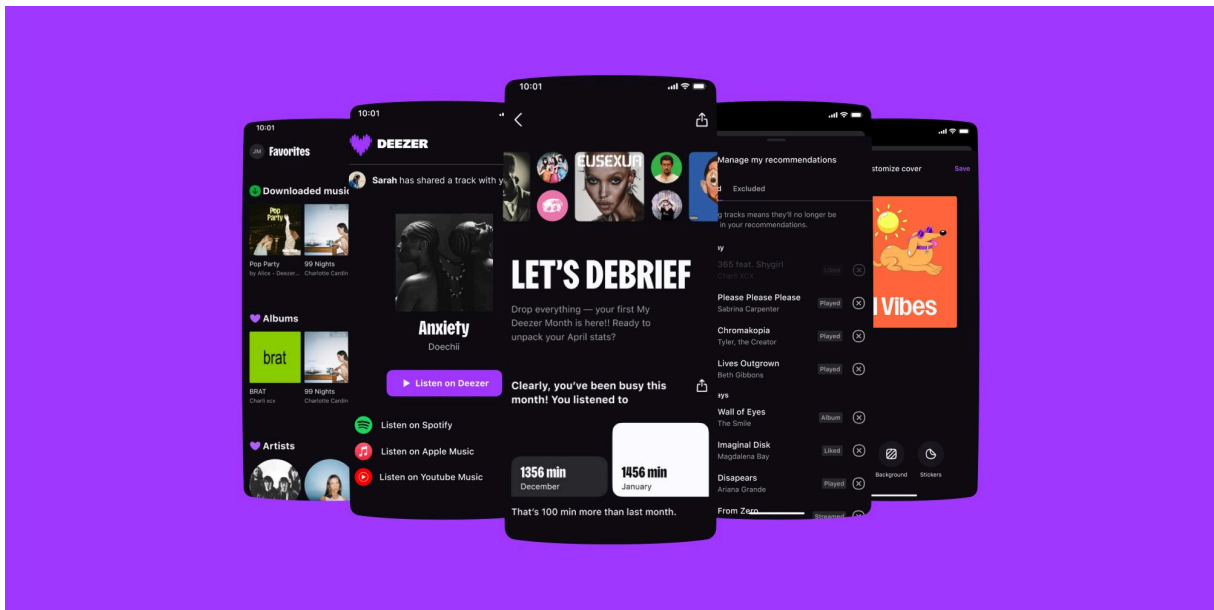




## Deezer unveils new features to offer music fans an even more personalized experience



**Paris, April 16, 2025** – Deezer, the global music experiences platform, is today revealing new innovative features, matching the ever-evolving user behaviors of music fans. Deezer is on a mission to enable its users to express themselves and connect with others through music. Over the years, the streaming pioneer introduced essential features like Flow, SongCatcher, Music Quiz and My Deezer Year as well as exclusive fan events (Purple Door, Deezer Live Session). Now, it's time to reveal what's next.

**Alexis Lanternier, CEO of Deezer**, said: *"At Deezer, we are constantly innovating to offer the most personalized and customizable music experience on the market. The new features we're introducing today give users more control over their algorithm, greater flexibility to personalize their experience, and easy ways to share content with their friends, even beyond Deezer. We want to keep surprising fans with new and engaging ways to experience music."*



## **Four brand-new features for reimagined music experiences**

### **More control over the algorithm**

Over the years, Deezer has evolved its Flow feature to let users influence their algorithmic recommendations. Starting April, Deezer is launching an algorithm customization feature that puts users fully in control of their music discovery. For the first time in music streaming, users get to tweak their recommendations algorithm without restriction.

### **Enhanced personalization of the interface**

Deezer app is becoming even more customizable. Starting May, users will be able to organize the Favorites tab for quick access to their preferred content, creating a truly personalized space. They will also have the option to customize their playlist covers by adding photos, shapes, and stickers – remodeling the app to fit their personality.

### **New stats to discover and share your musical identity**

Building on the success of the annual recap *My Deezer Year*, Deezer is launching *My Deezer Month*. Starting in early May users will receive fresh stats – including most listened-to songs, artists, genres – and a detailed breakdown of their activity, all presented in an unique and engaging way each month. It's a great way for fans to better understand their musical identity and share it with friends or family.

### **Share your music beyond Deezer**

Starting late April, Deezer is introducing a next-level approach to music sharing. With a universal sharing link, users can send their favorite tracks to friends and family who are using other streaming services (Spotify, Apple Music and Youtube Music). This launch builds on *Shaker*, another unique Deezer feature that allows users to create playlists with their community, even with friends who are not on Deezer.

## **Deezer – a platform dedicated to engaging music experience**

By offering more control and customization, Deezer reaffirms its commitment to providing an experience that aligns with the expectations and listening habits of today's music fans – continuing the major innovations launched in recent years, including Flow, Shaker, Music Quiz and My Deezer Year.



**Press contact Deezer:**

**Jesper Wendel** - [jwendel@deezer.com](mailto:jwendel@deezer.com)

#### **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: FR001400AYG6) and is also part of the Euronext Tech Leaders segment, dedicated to European high-growth tech companies, and its associated index.

For the latest news, please visit <https://newsroom-deezer.com/>

For Investor Relations, please visit <https://www.deezer-investors.com/>

Please follow [DeezerNews on X](#) and [Deezer on LinkedIn](#) for real time information.  
Deezer – Live the music