



## Deezer at SXSW: showcasing innovation and new business opportunities for the global music and tech community

*Deezer will share insights on creating successful partnerships, discuss the future of music experiences and streaming, as well as how its recently launched tech services can unlock new opportunities for any company through music and audio tech innovation*

**Paris, March 13, 2023** – Deezer is joining South by SouthWest (SXSW), in Austin Texas, one of the largest and most influential conferences in the music and tech industries. As the co-host of [La French Touch Rendez-vous](#), along with Orange, SACEM and WE LOVE GREEN, Deezer is joining key players from the French music and tech scene for a full day of panels and a music showcase in central Austin.

As a pioneer in the music streaming industry, Deezer is unlocking the full potential of music through innovation, continuously building successful partnerships and highlighting the value of music. This approach benefits all of Deezer's stakeholders, including the entire professional music ecosystem, artists, fans, partners and their customers. In a panel dedicated to "Innovating in Music & Tech to fuel growth partnerships globally", Deezer will deliver insights on how its editorial expertise, innovative new tech services offering and dedicated B2B strategy create synergies that fuel growth for a wide range of partners across multiple industries worldwide.

*"Deezer set the foundations for music streaming and has continued to innovate ever since, allowing everyone to discover and enjoy artists and music they love in the best possible way. As the music industry undergoes big shifts, we are creating new ways for artists and fans to engage through amazing music experiences, to bring more monetization opportunities and increased value for the ecosystem" said Stéphane Rougeot, Deputy CEO, Deezer. "SXSW is the perfect place to showcase Deezer's technology, innovation, music expertise and partnership DNA, as we continue to expand and increase the value of music to the benefit of the whole industry and our partners."*

Throughout the conference, Deezer will join partners and peers to discuss the future of music consumption, how to connect fans and artists in new and exciting ways, as well as how to enhance the value of music with increased monetization of content and experiences. In addition, Deezer will showcase the benefits the company brings to its partners through innovation powered by music and technology. Benefits include enhanced customer engagement and experience, amplified brand value with differentiation as well as additional business opportunities through new customer acquisition, increased revenue streams and new business models. Finally, Deezer will also share insights and expertise around its newly launched tech services, which can support any company wanting to increase the potential of its value proposition through audio and music.

### **About La French Touch Rendez-vous**

Participants at La French Touch Rendez-vous will learn about the excellence of French creativity and innovation through panel discussions presenting prestigious speakers (complete list below). Topics include the rise of "La French Touch Movement", the construction of the "Notre-Dame de Paris" immersive experience, Web3 opportunities in music, and French pioneers specializing in cosmetics, biotech and the metaverse. French start-ups including Mira, Capsum, Orius, Ircam Amplify, RLTY, along with SACEM and Orange will present demonstrations featuring the latest innovation trends throughout the day. The day will wind up with the celebration of the 20th anniversary of the Ed Banger record label.



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**ABOUT DEEZER**

Deezer is one of the largest independent music streaming platforms in the world, with more than 90 million tracks available in 180 countries, providing access to lossless HiFi audio, innovative recommendation technology and industry defining features. As the home of music, Deezer brings artists and fans together on a scalable and global platform, to unlock the full potential of music through technology. Founded in 2007 in Paris, Deezer is now a global company with a team of over 600 people based in France, Germany, UK, Brazil and the US, all brought together by their passion for music, technology and innovation. Deezer is listed on the Professional Segment of Euronext Paris (Ticker: DEEZR. ISIN: FR001400AYG6) and is also part of the newly-created Euronext Tech Leaders segment, dedicated to European high-growth tech companies, and its associated index.

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