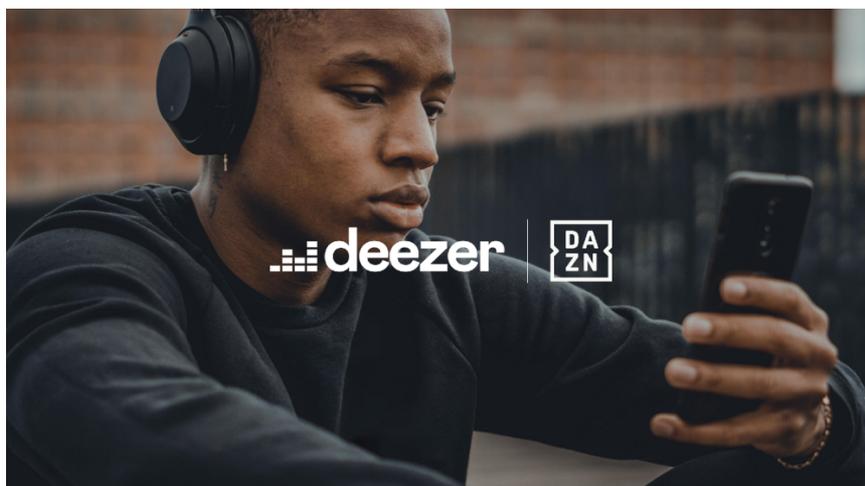


## Deezer and DAZN turn up the volume for Italian sports and music fans

*Italian sports fans can now enjoy world class music streaming, with access to 90+ million tracks and industry-defining features, as Deezer joins forces with DAZN Italia in a new partnership.*



**Paris, November 16, 2022** – Deezer (Euronext: DEEZR), the global music streaming service is partnering with the live sports streaming and entertainment platform DAZN in Italy. In addition to the excitement of watching football and other premium sports content, DAZN users will now get the chance to experience one of the world’s biggest music streaming catalogs, in HiFi quality.

This alliance brings together the passions for music and sports, allowing DAZN subscribers to enjoy their favorite tracks, albums and playlists on Deezer. Subscribers will benefit from some of the most advanced and user-friendly music streaming features on the market, including SongCatcher, Lyrics with translation and the Flow algorithm, with recommendations inspired by their favorite songs and adapted to their moods. The collaboration will also be enriched with special contents dedicated to the world of sport and that of music with new formats available on the DAZN app.

“Building strong and ambitious partnerships is key to our success and we’re excited to join forces with DAZN to begin expanding our market presence in Italy,” said **Charles Jaubert, VP Partner Strategy & Business Development, Deezer**. “Music and sports create unique emotions and sincere engagement for people every day, which make DAZN and Deezer a perfect match. DAZN is renowned as the world’s leading sports entertainment platform and we’re happy to offer its users a world-class music streaming experience, with content and features that can’t be found anywhere else.”

By establishing collaborations with major players on a national and international level, DAZN Italia continues to strengthen the bond with their fans, offering them even more engaging experiences through special offers.

“We are thrilled to have started a new collaboration. Thanks to the partnership with Deezer and to the union of the world of sport and music, we want to further strengthen the bond with our subscribers, offering them an even richer and more exclusive experience. Starting today, at no additional cost, DAZN customers will be able to turn up the volume of their favorite songs and podcasts thanks to the vast catalog of songs, exclusive playlists and innovative features available with Deezer,” comments **Alessandro Lacovara, SVP Subscriptions of DAZN Italy**.



Deezer has built a wide track record of launching and expanding win-win partnerships across multiple industries including video streaming, telecommunication, media & entertainment, hardware, retail & e-retail. This partnership in Italy will create growth opportunities for both partners, as Deezer begins to expand in the Italian market and DAZN adds a globally competitive music service to its offering.

A 6-month free trial of Deezer Premium is available to DAZN subscribers, from now until January 31, 2023. After this initial launch, other preferential offers will be put on offer.

\*\*\* ENDS \*\*\*

#### **Press Contact Deezer**

Jesper Wendel, Head of Global Communications, [jwendel@deezer.com](mailto:jwendel@deezer.com)

#### **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.

For the latest news on Deezer go to <https://www.deezer-blog.com/press/>. Follow us on [Twitter](#) and [LinkedIn](#) for regular updates.

#### **ABOUT DAZN**

DAZN is the world's leading sports entertainment platform. The only global digital sports broadcaster, DAZN is live in over 200 countries and is a market-leader in Italy, Japan, DACH and Spain where it holds top-tier domestic football rights.

DAZN is reimagining the way people enjoy sport. With a single, frictionless platform, sports fans can watch, bet, play, share, socialise, and buy tickets, NFTs and merchandise. Live and on-demand sports content, anywhere, in any language, on any device – only on DAZN.

DAZN is leading the charge to give sports fans around the world access to sports entertainment anytime, anywhere. DAZN is available on most connected devices including smart TVs, set-top boxes, streaming sticks, smartphones, tablets, PCs and game consoles, ensuring that fans have access to ground-breaking rights catalogue and slate of incredible content. In the UK and globally, DAZN can be accessed on Samsung, LG, Sony and Panasonic Smart TVs and on Games Consoles including Playstation and Xbox. Subscribers also have access to DAZN on their Amazon Fire TV, Amazon Fire TV Stick, Google Chromecast and Apple TV and find the app on their iPhone, iPad, android and mobile.

DAZN is a global, privately-owned company with employees in over 25 countries. For more information on DAZN, our products, people, and performance, visit [www.dazngroup.com](http://www.dazngroup.com).

#### **DAZN Italia**

Paola Salmoiraghi, Comms Director, [paola.salmoiraghi@dazn.com](mailto:paola.salmoiraghi@dazn.com)  
Valeria Gelsi, Comms Manager, [valeria.gelsi@dazn.com](mailto:valeria.gelsi@dazn.com)

#### **COMMUNITY**

[dazn@community.it](mailto:dazn@community.it)