



media release

THURSDAY 21 MARCH, 2013

Get closer to a new world of music with Songl

Australians are now closer than ever to their favourite artists, thanks to the launch of ultimate music streaming experience, Songl.

With easy access to millions of tracks and playlists from experts and stars, Songl puts a new world of music at your fingertips.

Announced in Sydney today by **Digital Music Distribution (DMD) CEO, Mark Shaw**, Songl is Australia's newest and most innovative music streaming service designed with Australians in mind and is set to change the way the nation consumes and enjoys music.

Mark Shaw said, *"We're thrilled to introduce Songl to Australia. We're incredibly excited about the potential of music streaming and confident that Songl is the premium product in market. It's designed for Australians, is simple and intuitive to use, enables users to share their music and dramatically enhances the consumer listening experience."*

"With unprecedented expertise behind the scenes and artist collaboration, no matter what your walk in life, Songl will change the way you interact with music."

Songl can be accessed anywhere, anytime, with automatic synching across online, social media, iphone, android, and ipad, providing the ultimate user experience and delivering a personal journey into music with easy search functionality through millions of tracks, integrated content, playlists created exclusively by industry leaders, artists and celebrities, videos and more.

Delta Goodrem shares her thoughts on Songl and the future of streaming: *"Having the ability to access music anywhere, anytime, especially whilst I'm on road touring or writing songs is brilliant. Music streaming really is fast becoming the way of the future."*

Havana Brown said, *"Music subscription services have changed the way we listen to, and discover music - it allows people to legally have all the music they could ever want on demand. Songl is so exciting, because it's Aussie owned and built, and it will heavily promote and support local artists."*

Songl has a unique music DNA, with DMD being a collaboration between Sony Music Entertainment Australia (SMEA), Universal Music Australia (UMA) and Southern Cross Austereo (SCA). Access is available to everything from legendary hits to the latest chart toppers, with a strong representation across major and independent music labels.





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Songl users can also get up-close and personal with radio favourites such as Fifi & Jules, Hamish & Andy, Kyle & Jackie O or The Grill Team, with content from the biggest names on the airwaves. Streaming live from SCA's Today and Triple M networks and digital stations such as Buddha, Radar, Loveland, The Ranch and Stardust at the click of a button. Songl delivers an unprecedented variety of stars and music in one destination.

Songl is the only audio music streaming service to deliver video content, and also allowing users to access exclusive interviews and behind the scenes footage. Songl has seamless social integration with Facebook, letting listeners share playlists and activity with friends, however a Facebook account isn't required to sign up.

Australians can experience the easiest way to stream music by signing up for a free 30-day premium service trial at www.songl.com. Credit card details aren't required, just a postcode and mobile number. After the trial period users can opt to continue using Songl with an ongoing subscription for \$12.99 per month.

*Get closer to a new world of music with Songl
Sign up for a 30 day free trial at www.songl.com*

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