



Music matching site Fellody.com turns Spotify into a flirting platform

PRESS RELEASE

- **Fellody app brings together more than 10 million Spotify users worldwide on the basis of their taste in music**
- **Musical taste analyzed via Spotify playlists**

Zürich/Berlin, 10.05.2012 – Spotify users throughout the world can now get to know each other musically via the new Fellody app. The free app analyzes the users' taste in music via their Spotify playlists and finds friends and flirts whose musical tastes resemble each other. In the Fellody community itself, members can flirt and discuss music extensively.

The Fellody app features in short

- **Music Matching via Spotify Playlists:** Spotify users simply drag and drop their favorite playlists into the Fellody app. The app analyzes their taste in music and matches it with that of all other members. Out comes a detailed list of users showing the percentage of overlaps in their taste in music. Members can see all the artists they have in common, but can also find out which other kinds of music the potential flirt partner (aka the 'music match') is listening to, thus rendering the app an ideal music recommendation feature. All artists can be listened to directly within Spotify.
- **How to flirt with music:** To get in touch with their music matches, users can send 'groupie' requests or 'flirts'. Also, music videos and songs can be posted either publically or as private music messages to the potential love-interest.
- **Top-Artist-Ranking:** The artists favored most within the Fellody-community are listed in a top artist ranking; additionally, a random list of users who listen to these artists is given.



Sten Garmark, Director of Platform at Spotify, said: "Your taste in music is one of the most common topics of conversation on any date and it's hugely important to have compatible tastes. Harmony on Spotify might just be a great way to find someone with who you want to make sweet music for the rest of your life!"

ABOUT SPOTIFY

Spotify is an award-winning digital music service that gives you on-demand access to over 18 million* tracks. Spotify makes it easier than ever to discover, manage and share music with your friends, while making sure that artists get a fair deal.

Since its launch in Sweden in 2008, Spotify has become the largest and most successful music service of its kind, with over 10 million active users and over 3 million paying subscribers. Spotify is now available in thirteen countries around the world: US, UK, Sweden, France, Spain, Netherlands, Finland, Norway, Denmark, Austria, Switzerland, Belgium and Germany.

*Number of tracks licensed globally. Catalogue size varies in each country.

www.spotify.com

ABOUT FELLODY

Felloody (<http://www.felloody.com>) connects people with a similar taste in music. In the center of attention stands the so-called 'music match'. A desktop client analyzes the music libraries of iTunes or Windows Media Player (or, alternatively, members can have their Last.fm or Spotify-accounts analyzed,) to get an overview of their personal taste in music. A complex algorithm then matches the preferences with those of all other members of the Felloody community. As a result, members get a detailed list of all matching users they can get in contact with.

Felloody.com is a project of ZOKYO AG, a young Swiss company founded in May 2011 by Robin Simon and Thomas Vatter. Zokyo is a consulting agency with a focus on arts, design, culture and media. More information is available on <http://www.felloody.com> and <http://www.facebook.com/felloody>.

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