



24MAS rolls out new Spotify service

STOCKHOLM, SWEDEN, 06 September 2012. 24MAS, an award-winning developer, publisher, and marketer of cross-platform digital services for connected consumer devices, has launched its latest offering called Spodtronic Spotify Broadcaster. The new feature syncs radio stations' broadcast music with Spotify playlists in real time and is delivered live to any type of connected consumer device where the Spotify app is running.

"We're very proud of Spotify Broadcaster because not only does it add value to a popular product, it also widens choices by offering actual radio station playlists to Spotify's 23 million users worldwide. This reflects 24MAS's drive to constantly innovate and we believe such digital music offering will always have a strong market because of its adaptability to evolving lifestyles and technologies," explained Lars Lindqvist, CEO of 24MAS.

Spotify Broadcaster paves the way for radio stations to establish their brand identity to a new generation of music fans. With radio station playlists synchronized with Spotify in real time, listeners are always assured of a selection of tracks dished out by their favourite stations.

"We see this as the beginning of a new trend where radio stations expand into all kinds of digital capabilities to reach audiences on whatever music service they use. Rising demand for new smart connected devices will drive more radio networks to services such as Spotify Broadcaster and we intend to be the market leader in this area," says Mikko Linnamäki, Managing Director of Radio and Advertising Business for 24MAS.

Radio ENERGY Germany is the first to take advantage of the new 24MAS service on Spotify. As part of the NRJ Group, Radio ENERGY is one of the biggest international radio brands with over 550 frequencies in 16 countries.

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24MAS Radio App Network: <http://www.spodtronic.com>

ENERGY Germany on Spotify: <http://spoti.fi/Njhron>

About 24MAS

24MAS is an international company focused on the distribution and development of mobile technology, applications and advertising. The company works with mobile operators, media networks, technology companies, application developers, and advertisers in over 80 countries. Headquartered in Stockholm, 24MAS has over 10 years of experience building cross-border business operations and currently has 150 employees at offices in Stockholm, London, Zurich, Cork, Copenhagen, Berlin, Stuttgart, Belgrade, Singapore, Kuala Lumpur, and Los Angeles. For more information, visit www.24mas.com. Join us on [Facebook.com/24MAS](https://www.facebook.com/24MAS) and follow us on Twitter [@24MAS](https://twitter.com/24MAS).