



EMI and Samsung agree exclusive content deal for Samsung UK Fun Club website

immediate future Limited, November 29, 2004

URL: <http://www.pr9.net/ent/music/1355november.html>

EMI Music UK and Samsung today continue their strategic alliance with a promotion that will see exclusive editorial and download content supplied direct to a newly created urban music channel within the Samsung UK Fun Club (SFC) website, www.samsungmobile.co.uk

PR9.NET November 29, 2004 - The 'Urban Music Zone' microsite will include an exclusive selection of content from superstar artists such as Joss Stone, Jamelia, Kelis and N*E*R*D, plus behind the scenes movie of BritAsian star Jay Sean and performance footage of Kevin Mark Trail at the legendary Abbey Road studios. EMI Music UK's digital content team will also provide the latest artist news and updates on the UK Hip Hop and RnB music scene and regular opportunities to win merchandise.

"The 'Urban Music Zone' delivers an influx of official music, premium video, news and features direct from artist to consumer," explains Danny Van Emden, Digital Media Director at EMI Music UK. "Not only will this help Samsung to reinvent its SFC site as a true community, in doing so, it provides Samsung's customers with a great reason to visit the site again."

The provision of official content on the SFC website is an effective way of adding value to Samsung's customers and increasing interactivity, as Imogen O'Rorke, Content Manager at Samsung, explains, "The Music Zone content offers a level of specialism and exclusivity which our users, who are huge urban music fans, are looking for. As the content is endorsed by artists, it also offers consumers a direct online source of up to the minute information on what is hot in the urban music scene."

Launching simultaneously on the SFC site is the 'Artist Exclusive' section within the premium content channel that will offer an array of downloadable realtones from a wide range of artists, from current chart stars such as Jamelia to all-time greats such as the Beach Boys and Duran Duran, plus a classical selection.

Samsung mobile phone owners who are members of the Samsung Fun Club will have access to the new download content, while the editorial content is accessible to all who visit the Samsung mobile website. Alternatively, Samsung mobile phone owners can directly access the 'Urban Music Zone' by pressing the blue 'i' button on their phones, which will take them to the Samsung WAP site where they can log in.

The Urban Music Zone will be promoted with a consumer PR campaign, marketing to the urban database of EMI Music UK's aggregate site, www.the-raft.com, Samsung's own database and FHM.com subscribers.

###

About immediate future Limited

immediate future Ltd is an independent public relations (PR) and communications consultancy, specialising in media, creative and digital industries. The team is highly experienced in both corporate and business-to-business PR. We have a proven track record with clients ranging from public and private companies, to 'not for profit' organisations.

The company is founded on three core principles: in- depth industry knowledge, professional standards and accountability. We use these foundations to deliver a holistic approach to reputation management with proactive and creative PR strategies, trusted on- and off-line media relations, and a vast array of PR tactics. The result is high-quality public relations that makes our clients' lives easier and brings real business benefit.

Phone: 0845 408 2031
Website: <http://www.immediatefuture.co.uk>
E-Mail: pressoffice@immediatefuture.co.uk