



Open Ear partners with Shazam to allow customers to take away their music

Open Ear, a leading music agency for brands, has partnered with Shazam, one of the world's most popular apps, to give customers the power to take home playlists from their favourite restaurants and bars at the touch of a button.

Founded by DJ/Producer Brian d'Souza in 2007, Open Ear helps hospitality brands to engage their guests and define their cultural identity by creating bespoke in-store music experiences that can be controlled in real time.

And as part of Open Ear's 10th anniversary celebrations, anyone that visits one of ten selected venues across the UK will be able to Shazam the brand's bespoke playlist and send it directly to their inbox to keep, listen to and share.

"For a long time now our bar, restaurant and retail clients have been asking how they can help their customers get their hands on the playlists they hear and love", says Brian. "Working directly with Shazam allows this to happen for the first time. We can offer the public a much richer music discovery experience, and finally give businesses the chance to properly push the music that they play."

The pilot launches in November 2017 with the acclaimed Red Rooster restaurant, DF/Mexico in Shoreditch, Mothership Group's flagship Book Club and Hoxton Square Bar venues, co-working pioneers The Office Group and the UK's leading karaoke chain Lucky Voice amongst the venues involved.

Jon Davies, Director of Music Partnerships at Shazam: "We're really excited to work with Open Ear Music. We already know our users are Shazaming the fantastic playlists they curate for their partners, and we're pleased to give these users the chance to unlock additional content with Shazam Codes."

The full launch will feature upwards of 1000 venues, starting in 2018.

Notes to editor

OPEN & EAR

Founded by acclaimed international DJ/Producer Brian d'Souza in 2007, Open Ear works with hospitality brands to create bespoke in-store music experiences which can be controlled in real time.

Open Ear work with thousands of venues around the world and in 2014, Open Ear launched the Open Ear Player app, giving those venues the ability to manage their music in real time at the touch of a button.



Shazam is one of the most popular apps of all time, used by hundreds of millions of people to instantly connect to the world around them. Building on its pioneering leadership in music identification, Shazam now helps people discover, interact with, and share audio, video, printed or augmented reality content—and lets music fans follow their favourite artists to share in the thrill of discovery. The app has been downloaded over a billion times, in over 190 countries, and users Shazam over 20 million times each day. For more information, please visit www.shazam.com.