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STEREOMOOD, THE LISTENING EXPERIENCE ON THE WEB THAT GOES ALONG WITH YOUR EMOTIONS

THE SECRET OF STEREOMOOD'S SUCCESS? A BRAND NEW LISTENING EXPERIENCE AND
THE STRENGTH OF WORD OF MOUTH

300,000 members, over 50,000 songs from the best international music blogs, an average of 7 listens per second and more than 7 million pageviews per month. These are the numbers reached by **stereomood** in two years, the first web radio tuned to the emotions of its listeners, which has now established itself as one of the **most groundbreaking innovations in the enjoyment of music on the Internet**.

The uniqueness of this music aggregator? It's all in the specificity of its proposal. **stereomood** allows you to listen to music without being forced to choose by genre, artist or album, but by simply **clicking the moods and activities that best reflect your current state of mind**. Mood-based listening is an insight which gives rise to a new listening experience, perfect for those who are ready to open up to different music and unexpected music discoveries, as well as those who don't have enough time to create the best soundtrack for their day, from a candlelit dinner, to sunday morning awakening, to the perfect playlist for studying or for a theme party.

There are more than **100 emotional tags** on **stereomood** – including *epic, vintage, happy, need of love* – the existence of which was made possible by the great power of the web, through a strong example of music crowdsourcing. Each **stereomood** member, in fact, has the ability to tag the songs by mood, helping to build one of the widest databases of emotional-based music.

And it has always been the power of users that has helped **stereomood** come into the spotlight in a bottom-up way: for two years **stereomood** grew without real promotional tools, but through the strength of word of mouth and the sharing of its listeners via social media.

Rewarding the ideas and musical passion of its founders - Giovanni Ferron, Daniele Novaga, Maurizio Pratici e Eleonora Viviani - first colleagues in the Milan headquarters of MTV, then partners as a start-up, were finalists in the Start Up 2.0 competition at Nonick Conference 2010 in Bilbao, and have now been awarded one of the most authoritative international web awards, as a Webby Awards Official Nominee for 2011.

Continuing with this large growth trend, there are now new features designed to extend the unique listening experience of the website across other platforms. After the Facebook application and moodO'CLOCK, the alarm clock for iPhone, it's now ready to be launched a new release of the site and a blog which will explore the many aspects of the relationship between music and emotions.

stereomood press

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