

## Deezer now accessible across MENA

Music streaming service Deezer is now accessible in the Middle East and North Africa, allowing users to access an array of Arabic hits from media and entertainment-producer Rotana. Deezer will open a regional office in Dubai next month.



In addition to 53 million tracks from global artists, music fans will be able to access local content from music production group Mazzika and Saudi-based telecom provider Qanawat.

The MENA regional Deezer app will also consist of playlists and content chosen by local music editors. Subscribers can instantly access all content in Arabic if their preferred language is set to Arabic.

Rotana and Deezer have recently inked an exclusive digital distribution agreement. The service is now accessible – with local offers – for users in the UAE, Saudi Arabia, Egypt, Lebanon, Morocco, Algeria, Kuwait, Tunisia, Oman, Jordan, Bahrain and Mauritania.

The CEO of Deezer, Hans-Holger Albrecht, expressed, “We are really excited to bring Arabic listeners a unique and unrivalled blend of the best exclusive Arabic music and the most popular international tracks in one place. We are also proud to now offer music fans the Deezer app in Arabic, with an affordable premium offer as well as the opportunity to try Deezer for free.”

A free trial period of Deezer’s premium service which comprises of ad-free listening, downloads and offline listening by



subscribing on their mobile devices with no payment details required is also available for new MENA users.

Deezer has approximately 14 million monthly active users in 180 countries.

Source: <http://nextvnews.com/>.

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