



MOOZAR

Press Inquiries/Interview Requests:

carol@moozar.com

English: +33 6 20 86 63 72

Français: 06 60 41 96 69

Internet Music News: Get the Link, Reward the Music with Moozar

Moozar.com provides a simple, new way to directly reward artists wherever their music is enjoyed and shared online.

CANNES, FRIDAY JANUARY 25, 2013 - Moozar is a worldwide Direct2Artist service that allows people to monetarily "reward" artists wherever their content is shared online. The concept takes the old-fashioned "tip jar" into the modern, digital marketplace by offering an easy solution to monetizing video and music channels, blogs, websites, and even Facebook, Twitter and Tumblr. Artists now have a simple way to let their fans freely and directly "reward" their work everywhere it's enjoyed online.

How Does it Work?

It's all about the Reward Link. The application of the Reward Link is really quite simple; Moozar creates, for each track, a "reward link" that attaches to songs when an artist syncs their channels online. This link is displayed in the track description on YouTube, SoundCloud, Vimeo, Dailymotion, etc.

Sharing via Moozar on social networks (Facebook, Twitter, etc.) functions differently than standard sharing on any other social platform. The customized reward link is presented without html code on Facebook and contains the music feed via the artist's streaming channel. The service grabs all of the artist's reward links on their Moozar "artist page" allowing them to customize and easily sync with all of their social network apps. Each account features one or more artist pages hosted on Moozar (which can be used as either a Facebook widget or embedded on an artist's own website or blog). Wherever the content spreads across the internet, the reward link follows.

Who Can Use Moozar and How are Rewards Distributed?

Registering on Moozar is free and easy. Any artist, label or producer who owns a channel on YouTube, SoundCloud, Dailymotion or Vimeo can subscribe. Artists earn 100% of the reward when it originates from a link that they themselves have posted. When rewards are collected from links posted by partners or affiliates, the artist sees 80%. There is a minimum tip of \$.30 required, but no maximum.

Fans can also register for free or reward anonymously. In addition, streaming sites can subscribe for free as a Partner and use the API and other dedicated tools designed to highlight the artist's reward link along with their songs.

All in One Stats!

Connecting social media accounts to the Moozar artist page grants users access to an all-in-one stats interface page with information about tracks and videos including views, plays, shares, likes ... and, of course, monetary "rewards". Simple, easy-to-understand data.

Get the Link. Share It. Reward the Music. Register for a free Moozar account: <http://moozar.com/howto>

Moozar at Midem 2013:

Pitch session on **Saturday 26 at 3:50 pm Riviera Hall -Direct2fan Camp.**

Meanwhile try to share this link: <http://reward-my-music.com/6838>

Moozar.com will reward \$10 for each registration of Label/Artist made during MIDEM 2013

Stand 06 Riviera Hall - Direct2fan camp

About Moozar

Moozar was originally conceived in 2008 by lawyer David Brami and Carol Briet based on a mutual interest in the desire to "reward" artistic creators when enjoying their work. In 2010, label manager Lionel Marciano (Real Tone Records) and web developer Alexandre Herman came on board to help find a way to reconcile the world of creation and freedom of expression with the internet marketplace. With the addition of web developer/designer Florian Torres in 2011, practical development of the service moved forward. In 2013, digital music veteran Stanislas Hintzy, formerly of OD2 (the pioneering music service launched by musician Peter Gabriel in 1999) and Nokia, brings his experience and talent to the Moozar collective.