



PRESS RELEASE

Paris, 29th October 2010

SNEP, the organisation that represents the recording industry in France, is pleased to partner with retailers and French government to launch the Youth Card for young people, aimed at those aged between 12 and 25.

This new offer, which follows the Creation and the Internet report, enables young people to buy the card for €25 and buy €50 worth of music with it through a range of digital stores. The music industry has been eagerly awaiting the launch of the card as it hopes it will encourage young consumers to explore the many legal online music services available in France.

Record companies are committed, along with legal online services, to offering special deals to recipients of the Youth Card to make it even more attractive to use. They will promote these special deals through high-profile TV advertising campaigns featuring leading artists.

The music industry wants young people to try the wide range of affordable, legal downloading, streaming and subscription services and abandon their use of illegal unlicensed sites that do not pay artists, songwriter or producers for the music they distribute.

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