



CONCERTS ON DEMAND: WATCHEVER LAUNCHES A UNIQUE MUSIC OFFERING WITH AN EXCLUSIVE FREE CONCERT OF GENTLEMAN

Hundreds of concerts from UNIVERSAL MUSIC GROUP and Eagle Rock Entertainment now available as part of WATCHEVER online video flat-rate service

Berlin, December 4, 2014 – Starting today, "Concerts on demand" is the newest feature at WATCHEVER. In addition to the "TV Series" and "Movies" genres, WATCHEVER's new "Music" section now lets subscribers of the online video flat-rate service choose from hundreds of live concerts by popular German and international artists. The concerts don't cost subscribers an extra cent and are fully included in the monthly fee of 8,99 Euros.

Launching the new music category is Gentleman, Germany's most successful reggae artist, who is offering an exclusive streaming concert for everyone. Recorded in the intimate lounge atmosphere of the Stadtgarten in Cologne as the first of its kind recording for the legendary MTV Unplugged Concerts series, this personal gig will be shown only on WATCHEVER (www.watchever.de/landing/gentleman) for the whole upcoming weekend for free before the show is available anywhere else including DVD.

The new 'Concerts on demand' content comes from the huge catalogue of UNIVERSAL MUSIC GROUP, the world's leading music company, and its Eagle Rock Entertainment subsidiary, a global leader in audiovisual music entertainment. WATCHEVER, Universal Music and Eagle Rock are all part of Vivendi, the leading international media group.

WATCHEVER's new music service is launching today with over hundreds of hours of concert recordings with hundreds more due to be added by the end of this year. The new music content is available on all devices and on the WATCHEVER website, in most cases on a separate "Music" tab.

From melodic pop to hard rock, the wide variety of styles available on WATCHEVER music ensures there is something for everyone. The content is broken down into categories such as rock, pop, heavy metal, classical, and others. Viewers can choose from performances by more than 100 artists

and watch the stage shows from the comfort of their own living rooms. The well-stocked music library includes contemporary artists such as Rihanna, Lady Gaga, Amy Winehouse, Metallica, Slipknot, and The Killers, legends such as Elvis Presley, Nirvana, Phil Collins, The Doors, and Bob Marley, and top German artists including Sportfreunde Stiller, Rosenstolz, Ich+Ich and "East-rock" band Silly.

"We are always on the lookout for new entertainment offerings to make WATCHEVER even more content-rich and attractive for our users," says Karim Ayari, Managing Director at WATCHEVER. "Through this amazing collaboration with Eagle Rock Entertainment and the UNIVERSAL MUSIC GROUP, we are leveraging the synergies within the Vivendi Group in Germany. Right from the launch of our music content we are giving our subscribers a huge selection of high-quality concerts to choose from, they can experience the excitement of a front-row seat from the comfort of their own homes and at a fraction of the price."

Frank Briegmann, President Central Europe UNIVERSAL MUSIC and Deutsche Grammophon, continues: "Video on demand is on the rise and is attracting increasing numbers of users. It's fantastic that our collaboration with WATCHEVER gives us a partner that lets us make our huge archive of concert material available to subscribers whenever they want."

Peter Worsley, MD Digital at Eagle Rock Entertainment, adds: "This new collaboration in the music domain is a logical step for us in making our artists accessible to WATCHEVER subscribers in Germany. At the same time, it gives us a fantastic opportunity to conquer a new stage."

WATCHEVER's offline mode lets subscribers save the concerts on their smartphones or tablet PCs for enjoyment on the go, so they can listen to (and watch) the concerts without an active Internet connection. The new concert content is available to WATCHEVER subscribers effective immediately, and is included in the flat rate for TV series and movies for EUR 8.99 per month.

About WATCHEVER

WATCHEVER provides unlimited access to premium movies, TV shows and concerts, wherever, whenever and as often as they choose. The online flatrate for movies, TV series and music offers the possibility to instantly enjoy favorite videos across a vast list of devices, ranging from Apple TV, all major Smart TVs, the Chromecast, mobile devices, gaming consoles and set top boxes to all standard internet browsers.

At just one monthly price of 8.99 EUR and without any long-term commitment users can save all content to an offline mode on their mobile devices (iOS and Android), ranging from blockbusters, to award winning TV shows, art-house movies and documentaries, for children and adults alike in the German dubbed version and the respective original language version. The carefully selected video library is offered in HD, where available.

WATCHEVER is a subsidiary of the European media group Vivendi (www.vivendi.com).
Additional information on WATCHEVER, along with pictures, is available under <http://presse.watchever.de>.

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