

mflow ™

B

produced and engineered
by mflow
made in england

STEREO

music's better shared

© DDN Ltd 2008. All rights reserved. www.mflow.co.uk

**“The social
iTunes that
pays its
users.”**

THENEXTWEB.COM

**We believe that music's
better shared**

**We don't want be told what
music we 'might like' by a
software programme. We
don't want to stare at an
empty search bar... “I just
can't think of anything to
look for...” We don't want to
have to subscribe to
anything. We don't want
adverts. We just want a way
for our mates to send us
music they think rocks.**

music's better shared

**Your friends
send you
music and
you get to
listen for free**



**You send tunes
to your mates
and get 20% of
the price when
they buy**

Music. As Recommended

“Discovery. It’s one of the greatest thrills in the world of music. And what better way to discover new music than through friends, a real community, and voices you trust?”

CLASH MAGAZINE

By following other people, artists, DJs and labels on mflow you can quickly create a trusted network of sources delivering fresh new tracks into your inbox daily. You get the full versions too. Whole songs that you can forward to your mates. It’s people- powered music discovery on steroids.

Find it. Love it.
Share it. Earn
credit.

“Imagine what you would get if you mixed Twitter with iTunes, added a dash of Beatport, and sprinkled it all with the golden opportunity to earn credit to legally buy music.”

DJ MAGAZINE

You can send any track on mflow to your followers - you don't even have to own it. If your followers like it and buy it, you get credited with 20% of the price they pay.

“The mflow service looks set to merge a traditional music download site with social networking, as each user has a profile, and users 'follow' each other in a similar way to Twitter.”

WHICH?

No adverts.

No subscription fees.

No minimum payments.

DRM free.

High quality 320 kpbs
downloads. Average pricing of 79p per
track. Tracks easily transferred to
iTunes.

LAUNCH PARTNERS



SONY MUSIC



UNIVERSAL MUSIC GROUP



(i)Ingrooves
PURE DIGITAL MEDIA



phase II partners to be announced shortly



Tony Wadsworth

BPI chairman and
former CEO of EMI
Music UK & Ireland

Korda Marshall

Founder of Infectious
Records and former MD of
Warner Brothers Records UK



Tim Clark

Co-founder of ie:music,
Robbie Williams'
management company

de
con
struction
tion rec
ords

NME



mflow has also linked up with a range of major music titles including Clash, Q, Kerrang, Mojo, NME, Classic Rock, Prog and Metal Hammer for a launch campaign featuring major artists and labels



Florence + the Machine

PASSION PIT



THE TEMPER TRAP



Record labels, music titles and artists will all be actively sharing tunes on mflow, so you can hear music the pros are tipping too



HAMMER

KERRANG!



Built in Britain.

“With experienced advisors on board and deals signed with the bulk of the British music industry, mflow clearly has potential.”

THE SUNDAY TIMES


London-based mflow was founded in 2008 by Oleg Fomenko, Tony Byrne, Atan Burrows, Thong Nguyen and Don Jenkins.

MUSIC REBORN

15 - 04 - 2010





LAUNCHING 15TH APRIL 2010

- 🏠 home
- 📧 inbox (6)
- 👤 my profile ↻
- 🎵 my music
 - 📁 downloads ↻
- 🔍 searches
 - Artist name1
 - Artist name1
 - Artist name1
 - Artist name1
 - Artist name1



THE
TEMPER
TRAP


Follow Temper Trap ➔


Music

tracks
albums
new releases


most downloaded

- 

Deadbeat
Mint Royale

FLOW ↕
- 


First train home
Imogen Heap

FLOW ↕
- 


Take me out
Franz Ferdinand

FLOW ↕


most followed

- 

Crazy in Love
Beyoncé feat. Jay-Z

FLOW ↕
- 

Kilometer
Sebastian Teller


FLOW ↕
- 

Teardrops
Newton Faulkner

FLOW ↕

People on mflow

top recommenders
People like me
new people



1. Oleg, 35, London (79 followers)
2. Petemachine, 35, London (79 followers)
3. Atan, 35, London (79 followers)
4. TheDon, 35, London (79 followers)
5. TonyB, 35, London (79 followers)
6. Dobby, 35, London (79 followers)
7. Kissmekate, 35, London (79 followers)
8. KerryH, 35, London (79 followers)
9. Tum, 35, London (79 followers)
10. PeterT, 35, London (79 followers)

Artists on mflow

most followed
most followed
most followed

Most popular on mflow

most popular
most popular
most popular



**early bird access will be
offered through key media
partners during March/
early April 2010**

**invite codes can be
requested at
www.mflow.com**



Contact

don.jenkins@mflow.com

Office 1.29 | The Lightbox | 111 Power Road
London | W4 5PY | United Kingdom
Office: +44 207 940 5671 | Mobile: +44 7779789568

press contact:
mflow@77pr.co.uk

soundtrack by kind permission of Infectious
Records