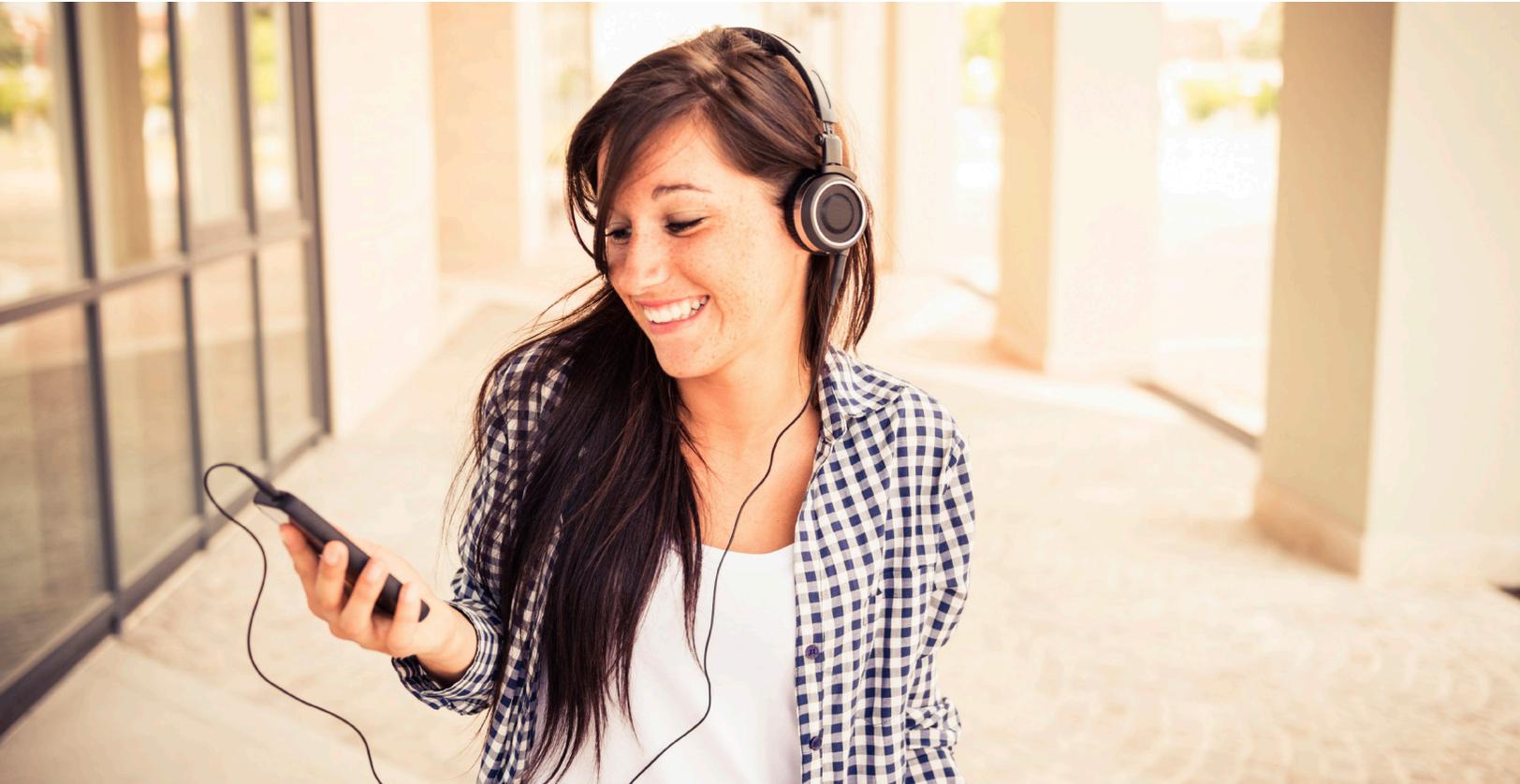


An international digital music service provider teams with Digital River to



# EXPAND SERVICES GLOBALLY



## OVERVIEW

A world leading digital music service provider has revolutionized the way music is consumed. Their innovative service and user-friendly applications have empowered music-lovers around the globe to stream their favorite songs and discover new artists and playlists anytime and anywhere.

This digital music provider stepped away from traditional music download models, which require consumers to download music online for purchase. Instead, they enable users to access music by streaming it through desktop, tablets, and mobile devices.

The music provider offers two consumption models: Freemium (listen for free) or Premium(subscribe). The Freemium model provides users access to millions of music tracks for free supported by audio and banner advertising. Or users can upgrade to a subscription service that provides access to the full catalog of music and allowing subscribers to take their music with them anywhere at any time—without commercial interruptions.

## CHALLENGE

When this digital music provider launched their Premium service, the company needed a global payment processing solution to support subscription based payments acceptance globally.

"As a member of the conversion team for our Premium service, I'm responsible for maximizing conversion through all channels—desktop, web and mobile—by making sure that anyone upgrading to the Premium model has a smooth and seamless experience," said the Director of Payments. "The key to that seamless experience is making sure that users can pay no matter how they access our service and where they are in the world."

**"Our company has a very aggressive go-to-market strategy. We are looking at expanding into three or four markets each month right now, and Digital River makes that a quick and easy process."**

— Director of Payments

## SOLUTIONS

By partnering with Digital River, this digital music provider gained access to an extensive portfolio of global payment methods, all provided via the stable and flexible World Payments platform.

Through Digital River, this digital music provider leverages a single connection to multiple banks, card acquirers, and payment schemes around the world. This reduces the time and cost required to build and maintain new relationships in each country they plan to offer their Premium service.

## A PARTNERSHIP FOR GROWTH

The success story is quite amazing—growing from a start-up to attracting more than 40 million active users and 10 million paying subscribers in more than 55 markets within just a couple of years. "Since our partnership began in 2008 and

throughout the expansive growth period of our company, we have relied on—and continue to rely on—Digital River's payments expertise and global reach to help us expand credit card processing capabilities in all markets," stated the Director of Payments.

In addition to the payment processing services, Digital River provides this world leading digital music service provider with the supporting data and insights they need to make informed business decisions for new international expansions and speed up the market entry process.

"Our company has a very aggressive go-to-market strategy," added the Director of Payments, "We are looking at expanding into three or four markets each month right now, and Digital River makes that a quick and easy process."

Discover how Digital River can accelerate your online results.

US: +1 952-253-1234

SE: +46 (0)8 527 210 00

UK: +44 (0) 845 603 5070

APAC: +886 2 8173 1711

E: [info@digitalriver.com](mailto:info@digitalriver.com)

