

Press Release

Bastian Baker Announces the Launch of a Breakthrough iPhone Application

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LAUSANNE/Switzerland, July 18th, 2013. Swiss singer and songwriter Bastian Baker today announces the release of a world premiere: a mobile application that allows him to share his entire universe as well as his music with his fans. The latter will thus receive unique, exclusive and authentic content from Bastian. This mobile application offers a revolutionary way of interacting with fans and of distributing music worldwide.

The result of a close collaboration between Bastian Baker and EPFL-based startup Coteries, and supported by music distributors (Phonag Records, Belleville Music, Universal Music Switzerland) interested in the development of new services, this application provides a new way for musicians to engage with their fans while earning revenues from them. Over the past years, artists have seen their revenues decrease due to the rise of free music services, which has come as a major concern. The year 2012 was the first one since 1999 to see the music industry experience an increase in its global sales, as digital sales and other new sources of revenues had grown significantly enough to offset the continuing decline in CD sales. With smartphones now being ubiquitous, they represent a new and revolutionary opportunity for the distribution of music. Mobile applications, unlike all other available supports, have the potential to offer an interactive and new experience to fans. “We are witnessing the start of a revolution in the music industry, a revolution made possible by smartphones: simply put, mobile applications can replace CD’s as well as enable fans to discover the full universe of an artist“, said Sébastien Flury, co-founder and CEO of Coteries. “This new trend is being watched closely by the music industry, for apps are widely seen as the next distribution system. World famous artists are slowly starting to look at mobile apps as a music distribution system. Bastian Baker is leading the way”, he added.

The Bastian Baker app follows a unique approach in the booming field of music and community-based services as it allows anyone to become part of the musician's world. Indeed, fans can listen to Bastian’s music directly within the app, while reading his lyrics at the same time. The

app provides unique access not only to titles available on other platforms, but also to more recent songs, various live performances and exclusives that can only be found in the app. In addition, the app enables fans to purchase concert tickets and to learn more about Bastian's gigs. Bastian, who wants his fans to be part of his daily life, will also be using the app to post exclusive content on a regular basis, including pictures, videos, and thoughts. In a word, Bastian Baker's mobile application thus allows fans to have an authentic and unique feed of content that comes directly from Bastian.

The mobile application works like a social network dedicated to Bastian and his music. Therefore, instead of depending on other networks that can, at any given time, change the rules of the game, the app becomes the basic media for Bastian to communicate with his fans. The ownership of the community provides him with better knowledge of his fans and their likings, opening range to a more personalized interaction with his fans.

Bastian Baker's application enables people to buy both experience and exclusivity: a few songs and some content are available for free, but premium content can be unlocked for fans to be able to listen to all the music provided by Bastian Baker in the app and to get the exclusive content he shares. For the annual amount of CHF 8.00, fans will be able to enjoy Bastian's entire universe, with the artist adding new songs on a regular basis in the premium version of the application, whose aim is to develop quickly. New features (exclusive videos, more sharing options, karaoke, etc.) will be added shortly, together with an Android version of the application.

About Bastian Baker – Singer and Songwriter:

At the early age of 20, singer and songwriter Bastian Baker was already playing on some of the most prestigious stages and could be heard all over radios. The young artist likes to wander off the beaten tracks and, as such, has been collaborating from the start with singers coming from different and diverse musical backgrounds (such as Stress, with whom he recorded "Noël's Room"). Having an unconventional way of approaching the music industry and business, Bastian Baker learnt how to make the most of social networks in order to communicate with his fans early on. To learn more about Bastian Baker, visit <http://bastianbaker.com>

Bastian Baker is associated for this project with the company of his producer Patrick Delarive (Padprod SA) and with Dandy Vision SA (Bastian Baker's management)

Presentation video for the app: <http://youtu.be/yEcGus1HILY>

About Coteries:

Coteries Sàrl, a mobile development and social media company for music based on the EPFL campus, was founded in December 2012 by an experienced team. Coteries' mission is to provide musicians with innovative tools for a closer, unique and more authentic fans-to-artist relationship. For more information visit <http://coteries.com> or follow [@coteri_es](#)

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