

# WATCHMUSIC

## Paula Fernandes' show will be the first live streaming performance on WatchMusic

**On October 20<sup>th</sup>, the Brazilian popstar will kick-off live streaming on WatchMusic, from the French group Vivendi. The performance will take place in Porto Alegre, in the Teatro Bourbon Country from 9pm.**

**São Paulo, October 19, 2016** – Two weeks after its launch in Brazil in partnership with Vivo, WatchMusic, the new premium music video service of Vivendi, announces its first live streaming show, featuring Universal Music Brazil artist, Paula Fernandes and scheduled on Thursday, 20 October. WatchMusic subscribers will be able to watch on their smartphone or tablet in HD quality the “Amanhecer Tour” concert that will take place in Porto Alegre in the Teatro Bourbon Country from 9pm.

WatchMusic will start to broadcast the arena one hour before Paula goes on stage, so that fans can follow the weather heating up. Who miss the live broadcast or want to watch it again can find the replay available on the platform, along with shows and music videos from thousands of national and international other artists.



"We are really happy to stream our first live event with Paula Fernandes. Paula's fans will be able to experience high quality streaming video wherever they are, on their mobile devices. With this first live event, we kick-off a new service, reinforcing WatchMusic value proposal for consumers, bringing innovation to the market with a simple and totally immersive video experience.", says Karim Ayari, Chief Executive Officer of WatchMusic, part of Vivendi, the international media and content group.

"It is very exciting to be part of a new chapter in digital music, with WatchMusic live streaming service. On Thursday, we will bring closer fans from all over Brazil to watch in real time this unique moment from Porto Alegre. I am thrilled to be a pioneer on WatchMusic's live streaming.", says Paula Fernandes.

To use the service, simply download the WatchMusic application available for Android and iOS smartphones and tablets. WatchMusic costs R\$ 12.90 per month, with 30 days free, or R\$ 3.99 per week with seven days free. The service can be contracted by any mobile client from Vivo.

### ***About WatchMusic***

*WatchMusic is a premium music video service provided by Vivendi, one of the world's largest integrated media and content groups. WatchMusic offers unlimited access to a large catalog of music videos, live performances and original content covering all genres and featuring thousands of local and international artists for a weekly or monthly subscription. WatchMusic is the first premium music video service in the world designed from the outset for mobile devices. It comes with unique features such as an offline mode and an audio-only option for a better experience in any network.*

**WatchMusic's Press Office**

[press@watchmusic.com](mailto:press@watchmusic.com)

SP 11 – 3253-3227

**More information and material at**

[about.watchmusic.com](http://about.watchmusic.com)