



WiMP intensifies focus on curated music streaming – fuel off global editorial campaigns to revitalize back catalog and break new acts

Music streaming service WiMP differentiates through its editorial profile with local editors in each market, always aiming to inspire users to discover new music and old favorites. Adding to the local flavor, WiMP now also introduces curated *global* campaigns, showcasing more of all the great music among the millions of tracks. The first campaign 'Forever Young' focused on the enormous back catalogue and specifically the music of the 80's. Its success is now followed by a new campaign called 'NewSound', presenting new, local artists in each market.

Curated Music Streaming Through Local Editorial Team

Music streaming services all offer millions of tracks, available on a variety of devices. WiMP has since the start over three years ago focused on curating the offer, through skilled music editors in every country working day and night to present relevant music to its users.

"From the very beginning we've been aware of the challenge we call "Empty Search Box Syndrom", meaning it's difficult to know what to listen to when you have access to millions of tracks. We've curated the offer from day one and now we're taking another step, as we're also becoming a more global service," says WiMP Head of Music, Kjartan Slette.

Success Campaign 'Forever Young' Expanding

WiMP's 80's campaign was initiated in Norway in November, with daily 80's tracks, a variety of playlists from the Norwegian editors, presentations of 80's legends such as Michael Jackson and Prince and Top 20 yearly playlists from 1980-1989, voted by a team of music journalists and artists. WiMP also initiated six new recordings of cover tracks from the 80's. All six songs remarkably entered the WiMP Top 20 list, and Katzenjammer's version of 'Fairytale in New York' stayed on the list until after New Year's, following an appearance on the country's most popular talk show 'Senkveld'.

WiMP is currently available in Norway, Sweden, Denmark, Germany and Poland, and after the Norwegian success, 'Forever Young' is being exported to the other WiMP-countries. In Poland, WiMP-editors got 80's star Samantha Fox to contribute with her favorite tracks from the 80's and in Denmark, several cover tracks are being released, including A-ha's hit 'Take on Me' covered by Arctic Wife. Album bundles with 80's tracks and the cover versions were also created in cooperation with EMI Music in Norway and Sony Music in Denmark.

[See who Samantha Fox chose as her 80's favorites here](#)

New Campaign: 'NewSound' Promoting Upcoming Local Artists

More than showcasing the enormous back catalogue available in streaming services, WiMP also makes a point of promoting the future of music; new, promising local acts and its editorial team now presents the new and first simultaneous global editorial campaign called 'NewSound'.

"The success with 'Forever Young' was of course very exciting for us, and fits perfectly with our positioning to always help inspire our users to listen to more music. We are now also very happy to take the next step, after guiding down memory lane with the 80's campaign, to now showcase in our most prominent positions what's new and fresh in each local market," says Global Head of Editorial for WiMP, Thor Martin Jensen.

In WiMP's 'NewSound'-campaign, users can look forward to daily features with new local artists, various exclusives, pre-listen opportunities, interviews, competitions and much more.

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About WiMP

WiMP is a music streaming service focusing on inspiring users to find new music and old favorites. Through local editorial teams in each country, WiMP provides daily recommendations, tips and playlists for any occasion. The ad-free service is available on computers and mobiles, tablets and network players. Read more on www.wimpmusic.com