



Press information, 2012 12 05

## Spotify in unique collaboration with ABBA The Museum

**Today Spotify and the soon to open ABBA The Museum announce a new unique collaboration. The goal is to integrate and extend the museum experience into Spotify. Joint activities will be ongoing, both through Spotify's various platforms and in the actual museum.**

ABBA The Museum opens in spring 2013, as a part of the Swedish Music Hall of Fame in Stockholm. The collected works of ABBA will move into the exhibition hall, and will be displayed through an interactive and music based experience that allows visitors to come closer to the band than ever before.

*"ABBA is an iconic band in the history of music and I grew up with their songs. Collaborating with ABBA The Museum and its interactive music experiences is a great honor for us", says Daniel Ek, CEO and founder, Spotify.*

*"Online music streaming is one of the reasons that ABBA has a new young audience. Now music fans that weren't even born in the 70s are listening to ABBA. ABBA The Museum will be an innovative experience – physically, musically and interactively. I honestly can't think of a better interactive music partner than Spotify!" says Björn Ulvaeus.*

**ABBA The Museum, press contact:**

Moa Abrahamsson Byström, moa@bystrombalodis.se, 070-791 20 00

**For high-res images:**

Jenny Engström, jenny@bystrombalodis.se, 073-041 58 93

**Spotify, press and media:**

press-se@spotify.com

**About Spotify**

Spotify is an award-winning digital music service that gives you on-demand access to over 18 million\* songs. The dream is to make all the world's music available instantly to everyone, wherever and whenever they want it. Spotify makes it easier than ever to discover, manage and share music with your friends, while making sure that artists get a fair deal.

Spotify is available in 15 countries including USA, UK, Sweden, Finland, Norway, Denmark, France, Switzerland, Germany, Austria, Belgium, The Netherlands, Spain, Australia and New Zealand, with more than 10 million active users and over 3 million paying subscribers.

\* Catalogue size varies between countries.

#### **About ABBA The Museum**

ABBA The Museum will attract international attention and pull crowds into the 5,000 square meter building situated between amusement park Gröna Lund and art gallery Liljevalchs at the heart of Djurgården in Stockholm.

In the first year alone, several hundred thousand Swedish and international visitors are expected to discover ABBA The Museum. The tickets are to be released in the winter 2012/13 and will be available at SJ's outlets – phone +46 771-757575 and [www.sj.se/upplevelser](http://www.sj.se/upplevelser).

Some of the entertainment industry's most prominent establishments stand behind ABBA The Museum: Parks & Resorts (Gröna Lund, and more), Universal, Polar Music, Synergera Rättighetsförvaltning and Eventum have all contributed to its existence.

Proud business partners with an in-depth involvement include MasterCard, Spotify, SJ, Stockholm Arlanda Airport and Viking Line. Media partners include SBS Radio and TV4.