

Backgroundinformation for media

Bonn, October 2011

Live Events, Web, Print, and Multimedia: Electronic Beats - Telekom's Interactive Music Platform

- Live-Events
- Online platforms: EB Radio, TV und Web Shop
- EB Magazine (print) and Slices DVD Magazine

Within recent debates about the Internet versus the non-virtual world, there's been lots of talk about the comparative "realness" of thoughts, feelings, and perceptions. While we're able to download music onto our smart phones with a single click, we still can't digitize the true experience of live music.

Electronic Beats is an ambitious music-sponsoring program of the Deutsche Telekom. The long list of artists who've taken the stage at Electronic Beats events over the past ten years is a testament to just how ambitious it's become - from Hot Chip, Peaches and Caribou to Dieter Meier, The Human League and Donna Summer. Since the relaunch of both, the English-language website electronicbeats.net and Electronic Beats Magazine in the summer of 2011, EB has also managed to pull a number of renowned journalists on board. Under the supervision of former editor-in-chief of Spex Magazine Max Dax and music journalist (and former booker of the legendary Tresor club) Alexandra Dröner, EB has recruited such illustrious writers and critics as Hans Ulrich Obrist, former editor-in-chief of Interview Magazine Glenn O'Brien, and editor-in-chief of The Wire Chris Bohn to help shape its profile. Contributions by musicians, producers,





and visual artists such as Arto Lindsay, Stefan Betke and Armin Linke (among others) allow for the voices of the artists themselves to be heard.

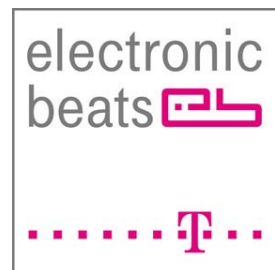
The Electronic Beats Program is an internally integrated project that also functions as a whole. Musicians that perform within the EB framework eventually appear as contributors and vice versa, sharing their knowledge and experience with readers, viewers and listeners in various media formats - from the Slices DVD magazine to Electronic Beats Web Radio. Worldwide, there are very few large corporations that conceive of their sponsoring programs so boldly and so broadly. Those who experience it will know. EB believes that in an increasingly complex society, complicated connections should be communicated with passion and simplicity.

Concerts and festivals remain at the core of what Electronic Beats is about. Year after year, live events are held in major cities all over Europe - from Berlin, Prague, and Budapest, to Vienna, Warsaw and Cologne. The presentation and celebration of live music stands in contrast to the comfort of downloading music onto a phone or from a home computer. Live audiences can choose from an array of impressive avant-garde and club-oriented acts as well as more established artists - all for affordable prices and always in interesting locations. These shows are increasingly accessible via digital EB-TV. Exclusive live clips from over 100 Electronic Beats Festivals and from such acts such as Fever Ray, Planningtorock, or Gossip can be accessed in HD quality via electronicbeats.net.

Since 2007, Electronic Beats has received numerous BCP Awards, including one gold and five silver, as well as various distinctions from the annual Lead Awards for www.electronicbeats.net. Year after year, Slices DVD magazine has consistently topped the readers' polls of a number of electronic music publications, including De:Bug, Spex und Groove Magazine.

And even after ten years on the road, we're still just getting started . . .





Deutsche Telekom AG

Electronic Beats

Tel.: 0228 936 – 14346

E-Mail: press@electronicbeats.net

Deutsche Telekom AG

Corporate Communications

Tel.: 0228 181 – 4949

E-Mail: medien@telekom.de

Further information for journalists is available at: www.telekom.com/medien and www.telekom.com/fotos

<http://twitter.com/deutschetelekom>

About Deutsche Telekom

Deutsche Telekom is one of the world's leading integrated telecommunications companies with around 128 million mobile customers, 35 million fixed-network lines and approximately 17 million broadband lines (as of June 30, 2011). The Group provides products and services for the fixed network, mobile communications, the Internet and IPTV for consumers, and ICT solutions for business customers and corporate customers. Deutsche Telekom is present in over 50 countries and has around 241,000 employees worldwide. The Group generated revenues of EUR 62.4 billion in the 2010 financial year – more than half of it outside Germany (as of December 31, 2010).

