



## Q&A 2018

### 1. What is Qobuz catalogue size in streaming?

40 million tracks in 16-Bit/44.1kHz (true CD Quality) including 1 million tracks in 24-Bit Hi-Res (80,000 albums). This is the biggest Hi-Res catalogue in the world.

### 2. What is the average size of a Hi-Res album?

Approximately 1GB in FLAC and 2GB in WAV or AIFF.

### 3. What is the minimum bandwidth to be able to stream on Qobuz?

- 1 mbps to stream in CD Quality.
- 3 mbps to stream in Hi-Res (24-Bit/96 kHz).

### 4. What is the difference between Qobuz download offer and the offline tool?

- Qobuz download: The user possesses the file. He can listen to it outside the Qobuz platform, and can burn it onto a CD.
- Offline Qobuz tool: The user can import their music into the app and listen offline (cached music).

### 5. How can I listen to Qobuz in my car?

- Play music on Qobuz iOS or Android smartphone and connect to the car via Bluetooth, USB or cable input.
- CarPlay is also available with limited features (play/pause/next).

### 6. How much does it cost to download an album on Qobuz?

- An album in CD Quality costs between \$8.99 and \$12.99
- An Album in Hi-Res 24-Bit Quality costs between \$13.49 and \$17.99
- With Sublime and Sublime+ accounts (up to 60% off). Hi-Res albums are set at the CD quality prices (for instance: \$14.99 becomes \$9.99)

### 7. How much does the Qobuz subscriptions cost?

- Qobuz Premium (MP3 320 kbps) = \$9.99 per month (month to month) or \$99.99 per year (2 months free).
- Qobuz Hi-Fi (CD 16-Bit/44.1 kHz) = \$19.99 per month (month to month) or \$199.99 per year (2 months free).
- Qobuz Sublime (CD 16-Bit/44.1 kHz) = \$219.99 / year.  
Has the capability to stream Qobuz's entire catalogue in CD quality and enjoy discounts on Hi-Res downloads (up to 60% off).
- Qobuz Sublime+ (Hi-Res 24-Bit) = \$349.99 / year.  
Has the capability to stream Qobuz's entire catalogue in CD quality and Hi-Res + enjoy discounts on Hi-Res downloads (up to 60% off).

## **8. On which operating systems is Qobuz available?**

Desktop (MAC/PC), Android, iOS, Windows 8.

## **9. Can we control the Qobuz Desktop player via smartphone or tablet?**

We are currently implementing this feature; Possible to do it via Audirvana on Mac OS.

## **10. In which Hi-Fi brands is Qobuz embedded?**

- Qobuz is embedded in more than 50 Hi-Fi brands.
- Qobuz is compatible with American audio brands such as: SONOS, Mark Levinson and Harman Kardon.
- Other manufacturers: Yamaha MusicCast, Bluesound, Devialet Phantom, Arcam, Auralic, Lumin, Aurender, ElectroCompaniet, USB Audio Player Pro (Android) BubbleUPnP (Android), Samsung, Audirvana (Mac OS), Cabasse, Teac, Cocktail Audio, Kodi, Popcorn Hour, NAIM, SONY, LG, B&O Play via GoogleCast.
- Qobuz is also compatible with DTS Play-fi and all brands associated such as McIntosh, Sonus Faber, Paradigm and many more.
- Moreover, Qobuz can be played via Bluetooth, Airplay and Chromecast on every other Hi-Fi brand.

## **11. When will DSD format will be available on Qobuz download website?**

- DSD format will be available with our new download website, expected to be launched in Spring 2018.

## **12. Can we stream in Hi-Res 24-Bit quality on Qobuz?**

Yes.

- **With a Sublime account:** you can stream your purchases in 24-Bit Hi-Res quality.
- **With a Sublime+ account:** you can stream our entire Hi-Res catalogue (1 million tracks / 80,000 albums).

## **13. Can we stream our purchases on Qobuz?**

Yes, your purchases are available through our app which you can listen to in CD quality even if you're not a Sublime subscriber.

Also, if you have downloaded tracks, you can stream them from the "My Qobuz" section.

## **14. Can I import my playlists from another streaming service to Qobuz?**

Yes, [soundiiz.com](http://soundiiz.com) allows you to import playlists from Spotify, iTunes, Deezer, Napster, Soundcloud and Tidal.

## **15. How many mobile devices can I use with my Qobuz subscription?**

You can use up to 3 devices (smartphones and tablets) with the same account. Although, it does not work simultaneously, except for offline mode use.

## **16. Which audio formats are available on Qobuz?**

- **Download:** every format available on the market: AIFF, WAV, FLAC, WMA-LOSSLESS, MP3, OGG...
- **Streaming:** FLAC

### **17. What makes Qobuz different compared to other services such as Tidal?**

- Qobuz offers both streaming and download.
- Qobuz entire catalogue is available in CD Quality and 1 million tracks (80,000 albums) are available in Hi-Res. This hybrid model is unique.
- Qobuz also stands out for its editorial content. Qobuz produces its own editorial content (artists interviews, album reviews, Hifi magazine ...)

### **18. When was Qobuz created?**

In 2008 by Yves Riesel and Alexandre Leforestier. In December 2015, it has been taken over by Xandrie.

### **19. Where is Qobuz available?**

- Qobuz is available in 11 European countries: France, UK, Germany, Ireland, Netherlands, Belgium, Switzerland, Luxembourg, Austria, Spain and Italy.

### **20. How do you manage the artist compensation?**

The record companies are managing artist payment, not Qobuz.

Qobuz supports artists thanks to:

- Its paying offers (non-ad supported)
- Its mixed revenue model (streaming and download)
- Its unique streaming allocation by musical genre

### **21. How many subscribers do you have?**

We have about 100,000 users (Streaming + Download). At Qobuz, the ARPU is higher than any other music platform. We do not have any free subscription and our users are active users.

Our ARPU is twice higher than our competitors. Qobuz's ARPU is approximately 178 euros per year. We are targeting a ARPU higher than 200 euros in 2021 (compared to Spotify which had an ARPU estimated at 61 euros in 2016, according to Bloomberg).

### **22. Why are you not offering a Hi-Res streaming subscription (without download) for a lower price?**

We are planning to make this option available when Qobuz launches in the US.

### **23. Does Qobuz offer a Family pack?**

We are planning to offer a family pack subscription next year, which would allow streaming on 6 accounts simultaneously.

### **24. MQA?**

At Qobuz we offer something different than MQA. Qobuz offers the "true thing" to its users and all the music lovers. Qobuz offers unaltered Hi-Res bit perfect, as released from studio and in FLAC (open source).

Qobuz is not closed to future evolutions if there is user demand.

### **25. Why are you not available on Roon?**

Our implementation on Roon has not been decided yet. This option may be considered upon our arrival in the US.

## **26. Why do you still offer download options?**

We are still offering downloads for various reasons:

- Some artists are not on streaming platforms for different reasons, but their albums are available in download. Thanks to this option, Qobuz can offer more albums and artists on online platforms.
- Even though streaming is overpassing downloading options, some users still want to possess music. Qobuz has decided to answer this need with the Download platform. This makes it possible to use the music files the way each user may want.