

LINE Melody Expands Music Alliance, Aiming to Add Over 40,000 Songs in Its Ringtone & Ringbacktone Collection

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Making LINE Call More Fun in All Musical Category

LINE partners with eight music companies to jazz up LINE Call with an expansive collection of over 40,000 songs in all musical styles. LINE Melody has been downloaded for more than 600,000 times since it was launched in August 2019. The ringtone service is another testament to LINE's commitment to further closing the distance between users, data, and services.

Ms. Isaree Damrongphithakkul, Head of LINE Melody - LINE Thailand, said "LINE Call has enjoyed great success as the second most popular LINE service after chat. LINE Call is used by all age groups, showing that our users are more and more confident in the LINE application for every connection. The success of LINE Call gave birth to LINE Melody last year to enhance users' experience with calling melody and ringtone for LINE Call. We believe that LINE Melody will spice up, add more fun, and help our users express their feelings like never before.

Since its first day, LINE Melody has received very positive feedback from users with the latest number of downloads of over 600,000 times. This year, LINE joins hands with popular music companies such as BNK48, Chanderlia Music, Fanchants, Mindset, Nadao Music, RMS, RS and Solution One to expand our ringtone collection. Users can enjoy all musical styles, including ringtones for soccer fans. Over 40,000 ringtones will be added in the LINE Melody collection by 2020."

"We have created LINE Melody to be value worthy and different from other ringtone providers. Users can directly buy ringtones with the LINE application for just 60 baht a song without a monthly fee. Ringtones can be set as calling melody and they can shuffle automatically. Your LINE ringtones will be permanently stored in your account even if you change your phone. LINE Melody and setting can be easily managed in the Melody tab in Settings of the application. LINE Melody is another milestone of our journey to develop services that impress all LINE users and for their ultimate convenience. We are ready to be a leading ringtone provider in Thailand and strive towards 'Closing the Distance'," Ms. Isaree concluded.

LINE Melody is now available for LINE users on iOS and Android.