



谷歌中国联合巨鲸音乐网正式推出音乐搜索

Google and Top100 Launch Google Music Search

2009年3月30日，北京 — 今天，亿万中国网民将发现，谷歌中国首页增添了一个彩色音乐搜索图标。这是谷歌中国和巨鲸音乐网(www.Top100.cn)一起，面向中国大陆用户正式推出的免费、高品质的正版音乐搜索，中国是谷歌在全球范围唯一推出这一服务的国家。

(March 30, 2009, Beijing) Today, millions of Chinese consumers found a new colorful music search icon on the Google China home page. This icon represents Google Music Search, which provides users with free, legal access to high quality music. Google has launched Google Music Search in collaboration with Top100.cn for users in mainland China.

谷歌全球副总裁、大中华区总裁李开复博士表示：“谷歌的使命，就是整合全球信息，让人人皆可访问并从中受益。音乐搜索的产生是谷歌实现这一使命和梦想的一部分。”他表示，“每个人都天性中都是音乐的粉丝，谷歌的梦想就是通过我们的技术创新让音乐触手可及，而今天的音乐搜索体验才刚刚开始，我们希望能够挑战世界难题，除了用歌手或者歌曲名称这样通过精确的文字找音乐外，谷歌一直有一个‘用音乐的语言搜索音乐’的梦想，不是用文字标签，而是用音乐本身的优美旋律和节奏来帮助每一个用户开启探索音乐世界的大门。今天我们发布的产品，就是这样挑战世界技术难题、实现用音乐搜索音乐梦想的第一步。我们更希望有一天，一个用户可以根据自己的感觉或者心情来找音乐，比如仅仅输入‘欢快的音乐’这样的关键词，谷歌能够提供的恰恰就是用户所需的音乐内容而非像今天这样的文字搜索结果。”

Kai-Fu Lee, vice president of Google Inc. and president of Google China, said, "Google's mission is to make information from all over the world more accessible and useful. The launch of Google Music Search is a part of this mission." Lee also pointed out that, "It is natural for everyone to be a music fan. Google's vision is to put music at your fingertips with the help of search technology. Today, the launch of Google Music Search is the beginning of a new music search experience. We would like to take on this challenge. In addition to the traditional ways of searching by song or artist names, Google has a dream to allow Chinese people to enjoy searching for music in new ways based on musical characteristics. For example, you can search for a collection of new dance music, or if you're in the mood for tropical beats, you can try to find it by tempo or tone."

此次发布的谷歌音乐搜索正式版增加了“挑歌”和“相似歌曲”功能，提供了一种全新的音乐搜索模式，它们能根据音乐的节奏、音调甚至配器，在歌曲的海洋中“有心”或者“无意”中收获网民钟情的乐曲。任何一个普通的用户，都可以以前所未有的方式探索音乐世界，并且这个发现之旅本身也是那么亲切、随性。

Google Music Search has new features that allow users to find songs that are similar to the rhythm, tones and even instruments used in music they already know. People will be able to enjoy discovering new music that they otherwise wouldn't have known how to find because entering a written search query wouldn't have yielded useful results.

现在，巨鲸音乐网作为谷歌中国的重量级合作伙伴，已同全球四大唱片公司，140多家独立唱片公司、国际四大词曲出版商和中国音著协达成合作建立了合作关系，截至目前已获得超过110万首音乐的正版授权。

Chinese users can listen online or download songs from Top100's catalogue of music from China and many countries around the world. Top 100 is currently

licensed to provide 1.1 million songs; at launch, Google Music Search can provide access to hundreds of thousands of these, with tens of thousands more being added every week. As an important partner of Google China, Top100 is collaborating with the top 4 international music labels, more than 140 other independent record companies, and MCSC .

李开复博士表示：“让音乐搜索从源头就摒弃盗版，是我们音乐搜索创新和长久发展的基础，谷歌音乐搜索是一个基于广告支持的免费优质的正版音乐搜索模式，这是一个尊重音乐产业、与音乐产业共赢的模式，只有如此才能够真正最大化地发挥谷歌的技术优势、巨鲸音乐网的专业优势以及音乐产业的资源优势，在中国的互联网业创立一个长远的健康商业环境。”

“Ensuring that consumers have access to legal sources of music is the foundation for our development of Google Music Search,” said Kai-Fu Lee of Google. “The model that we have worked with Top100 and their partners to develop here creates a win-win situation for users, recording artists, and the music industry. This model will also allow both Google and Top100 to make full use of our respective strengths to help create a sustainable and healthy business environment for the Chinese Internet.”

谷歌与巨鲸音乐网在正版音乐搜索上的努力，得到了来自音乐界的广泛支持。国际唱片业协会 IFPI 亚太区主席，同时也是华纳唱片亚太区总裁的 Lachie Rutherford，中国音乐著作权协会（MCSC）总干事屈景明，中国音像协会常务副会长王炬，环球音乐大中华区董事总经理张松辉，索尼唱片亚太区高级副总裁、大中华区总裁崔震东，百代唱片东南亚地区新媒体业务发展副总裁周倩仪以及金牌大风音乐集团代表，中国音像协会唱片工作委员会理事长赵大新，百代音乐版权亚洲区总经理吴加爱，杰威尔、华研、华友数码、天娱、源泉、福茂、海碟等近百家唱片公司和音乐出版商的代表出席了本次发布会。蔡依林、萧敬腾、F.I.R 乐队、薛之谦、梁文音、黄义达和 AOK 乐队等著名艺人也到会祝贺。

Google Music Search has received strong support from across the music industry. This support was evident as leaders from the music industry came out in force to attend the launch. Those who attended included:

Lachie Rutherford, President of Warner Music Asia Pacific and President of IFPI; Qu Jingming, president of MCSC; Wang Ju, Executive Vice-President of the Chinese Audio-Video Association; Sunny Chang, Managing Director, Universal Music Greater China; Adam Tsuei, President of Sony Music Greater China; Caroline Chow Vice President of Commercial Development , South-East Asia and Greater China , EMI Music South-East Asia and representative from Typhoon Group; Zhao Daxin, President of the China Music Industry committee and Susanna Ng Regional Managing Director of EMI Music Publishing Asia. Furthermore, hundreds of record companies and music publishers attended the launch including JVR, HIM, HOM, EE Media, R2G, Linfair and Ocean Butterfly. Stars present at the conference included Jolin Cai, Jam Hsiao, F. I.R, Jacky Xue, Rachel Liang, Huang Yida and AOK.

“谷歌音乐搜索的发布对艺人、词曲作者、制作人乃至大多数的消费者来是一件意义非同寻常的事情。” 国际唱片业协会主席 John Kennedy 表示：“在我看来，这是一流的技术和优秀创意人才及优秀创意作品的完美结合。我希望，将来回首这一天，它会是 中国音乐产业发展极具里程碑意义的一天。”

"The launch of Google Music Search is fantastic news for artists, composers and producers as well as consumers across China," said John Kennedy, chairman and CEO of IFPI. "It is the perfect marriage between first-class technology and creative talent to produce a great product. I hope this will be a landmark day in the development of the legal Chinese digital music industry."

蔡依林、萧敬腾、F.I.R 乐队、薛之谦、梁文音、黄义达和 AOK 乐队等著名艺人也到会祝贺。同时，SONY MUSIC 旗下华语巨星王力宏以及金牌大风旗下知名艺人花儿乐团、胡彦斌、蒲巴甲等特意通过 VCR 送来祝贺。从 3 月 30 日起，中国网民已可以登陆谷歌音乐搜索查询蔡依林 3 天前发布的最新专辑《花蝴蝶》。

From March 30th, Chinese users will be able to search Cai Yilin's latest release, "The Butterfly", from Google Music Search and stream or download it.

巨鲸音乐网创始人、国际篮球巨星姚明也为此次发布会拍摄了祝贺视频，他表示：“音乐给生活带来了快乐，我们应该感谢所有音乐工作者，理解音乐创作背后的艰辛。我很高兴我们现在找到了一种既能保护音乐创作者的知识产权，又能促进在线音乐发展的模式”。

Yao Ming, the international basketball superstar and a key investor in www.top100.cn, shot a video especially for the press conference. In the video he said, "I want to say thank all the artists and record labels for helping to make Google Music Search possible. I am delighted that we now have a model that can reward musicians and promote online music."

巨鲸音乐网执行董事长章明基表示：“巨鲸音乐网的使命是帮助广大用户更好的发现音乐，享受音乐。谷歌、唱片业和我们一起创立了一个充满想象空间的多方共赢的商业模式，我们坚信在满足广大音乐网民需求的同时，我们能为在中国建立一个持久健康发展的正版音乐产业带来新的动力。”

The founder and Executive Chairman of Top100.cn Mr. Erik Zhang said, "Top100.cn's mission is to assist users in discovering and enjoying music. Google, the record industry, and Top100.cn has created a win-win business model. We believe that while meeting the demands of music netizens, we can also create a long-term and healthy environment for the legal music industry momentum in China."

去年8月，谷歌中国联合巨鲸音乐网推出了音乐整合搜索实验版本，从谷歌音乐搜索实验版开始，就已经有效避免了死链频频、下载速度慢、音效不佳、歌曲不完整甚至受到病毒侵害的苦恼，为中国网民提供了免费优质的互联网音乐体验。

Last August, Google and Top100.cn launched a music "onebox", 'a beta version of Google Music Search, on Google.cn. The beta test allowed Google to

perfect the search service. Now, by using Google Music Search, users can download legal music and avoid slow download speeds, dead links, incomplete songs and even viruses.

关于巨鲸音乐网 (www.Top100.cn) :

2005年9月由陈戈(音乐产业从业者), 章明基(姚明商业团队“姚之队”负责人)以及姚明(NBA球员)创办。2006年3月公司网站 www.top100.cn 正式上线。公司坚信正版音乐的未来, 致力于同音乐工业及合作伙伴长期合作建立一个基于网络的一站式音乐服务。签约合作涵盖中国及全球唱片公司上千家。建立了中国最大的正版音乐产品数据库。同超过三十家企业包括四大电信运营商建立渠道合作伙伴关系, 推广营销音乐的下载及视听服务。2007年, 谷歌战略投资巨鲸音乐网(top100.cn)。巨鲸音乐网(top100.cn)公司总部在中国北京。

About Top100

Launched in September 2005 by Gary Chen (a music industry insider), Zhang Mingji (head of the “Yao Team”) and Yao Ming (the NBA star), www.Top100.cn has full confidence in the future of copyrighted music content on the Internet, and is committed to building an Internet-based one-stop music service through long-term cooperation with other players in the music industry. Partnered with nearly 1,000 music record companies in both China and around the world, www.Top100.cn has given birth to the largest copyrighted music databank in China. It also contracted more than 30 channel partners including China’s four leading telecom carriers to promote legal music sampling and downloading. In 2007, Google became a strategic investor in www.Top100.cn, which is currently headquartered in Beijing, China.

关于 Google™ (谷歌) :

谷歌公司 (www.google.com) 的创新搜索技术每天为全球数以千万计的人们提供信息服务。谷歌由斯坦福大学的两位博士——拉里·佩奇 (Larry Page) 和谢尔盖·布林 (Sergey Brin) 在 1998 年创办, 如今在全球主要市场的互联网界都已取得了领先地位。谷歌提供有针对性广告服务, 为各种规模的企业提供可以测量的结果, 并增强了用户的互联网使用体验。谷歌总部位于美国硅谷, 在北美、欧洲和亚洲都有办公地点。

Google Inc’s (www.google.com) innovative search technology provides millions of people with information services every day. Google was set up by two students - Larry Page and Sergey Brin, in 1998. Google is the market leader in

Internet search services worldwide. Google provide targeted advertising services, measurable results for businesses of all sizes, and enhances the user's Internet experience. Google's headquarters are based in Silicon Valley USA. The company has offices in North America, Europe and Asia.

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