

FOR IMMEDIATE RELEASE

Former Torremolinos music-school piano professor launches Málaga Live — an 8-language live-music platform with an industry-first ‘MLE Score’

Live since June 2026, Málaga Live is the first of a three-brand triad for Málaga city and Costa del Sol, with dining guide Málaga Dine launching soon.

MÁLAGA, Spain — 13 August 2026 — Málaga Live (malagalivepulse.com), the free 8-language live-music discovery platform for Málaga city and Costa del Sol, has since its June 2026 launch introduced a first-of-its-kind tool for the region's live-music industry: the Málaga Live Event Score (MLE Score) — a pre-event forecast of how much demand a concert, festival or show will draw before a single ticket goes on sale.

Operating in eight languages — English, Spanish, German, French, Swedish, Norwegian, Danish and Finnish — the online platform lets residents and visitors browse ticketed and free concerts, festivals, flamenco, jazz, Candlelight and even town hall music events by artist, area, date or genre, and also delivers a free weekly newsletter of the shows worth seeing as an auto-updating mobile home screen badge.

The idea grew from a simple observation and experience: most live-music, tours and activity sites pile everything onto one cluttered, thinly curated page with events you can't attend anytime soon, spread across many provinces. Málaga Live does the opposite — one subject, one region, in the reader's own language — the same model shared by its sister brands.

HIGHLIGHTS

- **The MLE Score** — a 0-100 demand rating from a proprietary, self-learning econometric model built for Costa del Sol's live-music market, including a projected attendance figure. Offered to venues, promoters and festivals at €49 per event and purchasable on the site
- **Hyper-local curation** — focused only on what's on in Málaga city and Costa del Sol, unlike cluttered multi-province listing sites
- **MLTV** — a 'Watch them before you go' window of videos of top upcoming artists, so you can preview an artist before you purchase tickets
- **Premium Advertising** — a fully-automated ad system capped at 110 slots — 50 thirty-second and 60 five-second — with every slot guaranteed 24/7 exposure, shown twice an hour
- **Eight languages** — the same guide in each reader's own language, for the millions of locals and visitors across the city and coast
- **A brand triad** — alongside Málaga Tours & More (things to do), with Málaga Dine (eating out) launching soon

Málaga Live was co-founded by Sofia Reyes Jones, a classical music piano professor trained at the Royal Superior Conservatory of Music Victoria Eugenia in Granada, who taught piano and music theory for two decades at the Municipal School of Music in Torremolinos. A University of Málaga graduate in foreign languages (English), she set out to bring modern demand data — and a genuinely multilingual guide — to a live-music market she knows from the inside. Her co-founder is Donovan L. Reid, a 30-year veteran Wall Street investment banker.

“Booking a live act on this coast has always been highly subjective, especially as it relates to emerging artists and untested dates,” said Reyes Jones. “The MLE Score gives the industry an affordable, data-driven read on how a show is likely to perform — before committing thousands, or millions, of euros. It's a first for our region's music industry.”

About Málaga Live

Launched in June 2026, Málaga Live (malagalivepulse.com) is a free, 8-language live-music discovery platform focused exclusively on Málaga city and Costa del Sol. It lists primary ticketed and free concerts, festivals, flamenco, jazz, Candlelight, gigs and town hall music events, and generates the Málaga Live Event Score (MLE Score), a proprietary pre-event demand forecast for the region's live-music market. It is the first of a brand triad alongside Málaga Tours & More (things to do) and Málaga Dine (eating out, launching soon).

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Logos and a web-resolution Co-Founder photo available in the site's footer Press link.