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RCom ties up with Universal Music

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Universal Music has got into an exclusive partnership with Reliance Communications (RCom) to provide its catalogue of music on the operator's platform and develop other music-related properties. While the deal will let Universal make money by sharing its digital library, RCom will get a share of the revenues as subscribers use the offerings.

RCom said investments would be made by both the parties to offer 360-degree music experience to customers across all platforms including voice, WAP, web, IVR, blog & through on-ground events.

Subscribers of the service will have access to music downloads, video streaming, live concerts and ringtones on 3G mobile phones, when these services are fully operative in the country.

"Universal has a global catalogue of 300,000 tracks and it will be offered to the customers called Simply Music. Additionally, we will have music concerts in India and with 3G rollout users will have access to these live concerts," said Rob Wells, senior vice-president - digital, Universal Music Group International.