



## DiGi focuses on music for youth market

**PETALING JAYA:** DiGi Telecommunications Sdn Bhd ("DiGi") recently introduced DiGi Music's unlimited web and mobile music service, the first ever in Malaysia, in a strategic move to expand its presence in the youth segment. For just RM5 a month, DiGi customers can enjoy unlimited downloads from [www.DiGiMusic.com.my](http://www.DiGiMusic.com.my) with an extensive music library from two of the world's largest music labels, Universal Music and Sony Music.

Speaking at the launch, DiGi's Head of Products and Segment Marketing, Albern Murty said that its new offering provides DiGi a compelling platform to make greater inroads into the youth market. "With over 50% of the Malaysian population made up of youth, this segment is an important and growing market for DiGi. We are planning to grow our current market share of 27%, with an ambition to capture a third of the youth segment.

"We have built strong affinity with this segment over the years and we look to create even more relevance by leveraging off the appeal of music which is a big part of their lives. DiGi Music is about giving customers a holistic social music experience that will shape the future of music consumption in Malaysia.

"It is a perfect example of

delivering our value proposition of relevance through music, ease of use through accessibility via mobile phone and PC, and best deals at only RM5 per month, to all music lovers," he explained.

DiGi Music customers will pay no data charges - browsing and downloads - when they visit the website to personalise and share playlists and tracks with friends via SMS, e-mail and social networks. In addition, they can obtain exclusive content as well as invitations to unique music experiences such as exclusive gigs and premier concerts. DiGi customers who sign up for DiGi Music membership before the end of November 2009 will enjoy free access to the portal's music library for the first 30 days. Members will also enjoy pristine quality digital music in Windows Media Audio (WMA) format files of up to 256 kbps. The unlimited tracks that can be downloaded are DRM (Digital Rights Management) or copy-protected. In addition, customers can also download five (5) additional DRM-free songs every month and these can be transferred to other devices or shared via Bluetooth with their friends. Sandy Monteiro, Senior VP, ASEAN & VP, Digital for Universal Music Group International said: "Universal Music is extremely happy to launch the first ever unlimited

web and mobile download service in Malaysia with DiGi. We truly believe this will redefine the landscape of digital music services in Malaysia. With this innovative service, DiGi customers will be in step with some of the best digital music offerings worldwide."

Adrian Lim, Managing Director of Sony Music Malaysia added: "Sony Music is very excited with this spanking new music platform. DiGi has always been leading the way in creating innovative ways to promote music in Malaysia. This new DiGi Music platform not only allows youth to enjoy music legally with a small fee, they will also be invited to exclusive showcases, fly away contests and special events that will bring a new meaning to a total entertainment networking experience, which is very much part of their lives." In collaboration with Universal Music and Sony Music, DiGi will organise a series of music events for DiGi Music customers in the coming months. Kick-starting this will be a meet-and-greet session with pop sensation, Black Eyed Peas on 25 September and a DiGi Music concert featuring All American Rejects on 10 October. To register for DiGi Music's Unlimited music download service, send 'On music' to 2000. For more details, visit [www.DiGiMusic.com.my](http://www.DiGiMusic.com.my)



ONE for the album (from left to right are) Managing Director of Sony Music Malaysia, Adrian Lim, DiGi Telecommunications Sdn Bhd, Head of Products and Segment Marketing, Albern Murty, DiGi Telecommunications, Head of Segment Marketing, Koay Chee Keong, Senior VP, ASEAN & VP, Digital for Universal Music Group International, Sandy Monteiro.