



Downloads unlimited

By GWEN MANICKAM

THE compilation CD has gone digital. Really. First there was Nokia's Comes With Music. Now, there's telecommunication provider Digi's Music Unlimited.

All a Digi subscriber needs to do is log on to www.digimusic.com.my either on a PC or on the mobile phone.

Digi Music Unlimited customers will pay no data charge for browsing and downloading of tracks onto mobile phone when they visit the website to personalise and share the playlist with friends via SMS, email and social networking.

Once logged on, you can create a profile for yourself and immediately access the pool of music from various genres. It's being tagged a "lifestyle service".

What caught my attention, aside from the "no data charge" is that you can create your own, multiple, playlists, and share it with other Digi subscribers online.

As a "teaser" you can also forward your nifty playlist to non-Digi subscribers, who will be able to listen to each song on your list for a maximum of three times before they will be prompted to become a Digi subscriber.

Digi's head of segment marketing Koay Chee Keong believes "66 per cent of the younger generation are consuming more music than before and 47 per cent of the youth are listening to music on their PCs and mobile phones. This portal empowers music to be shared legally for the first time."

But unlimited comes with a fine print clause - it is, for now, limited to the stable of music under two international labels - Universal Music and Sony Music.

When asked why other international big guns like Warner and EMI had not hopped on this bandwagon, Universal's senior vice-president (Asean) & VP Digital for Universal Music Group International Sandy Monteiro says "not all labels are ready to take such a revolutionary move in the music industry, and that Universal feels "this is a mind-blowing step and the way to go".

Sony Music Malaysia's managing director Adrian Lim says that the new music platform "not only allows you to enjoy music legally, but with a small fee, you 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".

For instance, a meet and greet session with pop sensation Black Eye Peas has been scheduled for Sept 25, 2009 followed by a free concert featuring the All American Rejects on Oct 10 this year - just for Digi Music Unlimited members.

As an introductory offer, Digi customers who sign up for Digi Music Unlimited membership before the end of Nov 2009, will enjoy free access to the portal's music library for the first 30 days. All tracks downloaded are DRM (Digital Rights Management) or copyright protected, meaning they cannot be forwarded to another digital device. But every month, Digi is offering five tracks that are DRM free - these tracks, generally from the top 100 popular songs can be shared or transferred to any digital device for any number of times.

The catch? RM5 a month.