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Vodafone launches Sweden's first mobile music store

Now Vodafone offers full track music download available through Vodafone live! with 3G to Vodafone customers which will allow them to download and listen to near CD quality full music tracks – in their handsets. Today Vodafone, in collaboration with many of the biggest music companies, such as Sony BMG and Warner Music, is launching a unique music service in Vodafone live! with 3G. With more than 3,000 full music tracks from many of the biggest artists in Sweden and around the world, this is a new way for the mobile industry and the music industry to distribute, package and sell music.

Vodafone's new music service means that Vodafone customers can buy full track music downloads (AAC format) from their 3G handsets and listen to the tracks via the handset's media player. Vodafone is collaborating with many of the major record companies, including Sony BMG and Warner Music, to provide this service.

"This is a unique, exciting service that we know our customers really want. With a 3G handset in the hand, they can download music whenever they feel like it and listen to the tracks right away, wherever they are. There is no doubt that music and mobile telephony go together, we can see that not least by the sales successes of ring tones in recent years, and now we're working with the record industry to take a giant step towards linking music with mobiles," says Anders Jensen, head of content services at Vodafone Sweden.

Vodafone's music catalogue contains more than 3,000 full track music downloads, and the range will be extended continuously. Vodafone's customers can find the service in the Vodafone live! mobile service portal, where they can buy the tracks individually for SEK 15 or subscribe to a music package offering five full track downloads a month for SEK 45 – a cost of SEK 9 per track. All tracks that the user downloads to his or her handset are also saved automatically online – under "My Music" – in the service portal. This means that users always have access to the tracks they've bought, even if they are not saved on their mobile at a given time. As well as full-length tracks, Vodafone live's music service offers a number of ring tones and music videos.

Vodafone's music service works on Vodafone' 3G handsets Motorola V980, Motorola E1000, Sony Ericsson V800, Nokia 6630 and Sharp 902. All handsets are supplied with stereo headphones and memory cards.

For more information, please contact

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