Napster mobile launches on au/KDDI

by Bend Weekly News Sources

Napster, the digital music pioneer, announced Wednesday the launch of Napster Mobile on au/KDDI, the second largest mobile network in Japan with over 20 million mobile phone subscribers. For a low monthly fee, au/KDDI customers can access Napster Mobile through the EZ web network to get full-length songs and ringtones that can be delivered over-the-air (OTA), directly to their mobile handset for immediate listening and downloading. This launch on au/KDDI's network puts Napster Mobile at the fingertips of over 60 million mobile subscribers across Japan. Napster Mobile made its Japanese debut this past November when it launched on i-Mode, NTT DoCoMo's mobile internet platform, currently used by over 40 million mobile subscribers across the country.

"Napster Mobile's launch with au/KDDI, together with our earlier launch with NTT DoCoMo, now enables the vast majority of Japan's mobile users to enjoy Napster on the go with their mobile handsets," said Chris Gorog, Napster's chairman and CEO. "Analysts are projecting that mobile music will become a multi-billion dollar business in Japan over the next few years and we believe Napster is positioned extremely well to benefit from this growth."

Customers of au/KDDI can subscribe to Napster Mobile through EZ Web to enjoy unlimited access to Napster Mobile's comprehensive music programming features, including personalized recommendations, featured artists and new releases, exclusive music and chart information, and to browse Napster Mobile's vast catalog of full-length songs and ringtones. Napster Mobile subscribers in Japan pay a monthly access fee of approximately $3 per month, and can acquire individual songs and ringtones for mobile delivery and download using a "credit-based" system. Subscribers receive 300 credits per month to procure individual songs and ringtones, and they can purchase additional credits at any time.

Full-length songs from Napster Mobile can be delivered over-the-air and downloaded to a variety of different au/KDDI mobile handsets.

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