

"Global" Launch for Sony Music Streaming

Written by Marco Attard
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Sony launches its cloud-based music streaming service, "Music Unlimited powered by Qriocity"-- starting off with the UK and Ireland.

Music lovers will have initial access to 6 million songs from labels like Universal, Sony, Warner, EMI and a number of independent labels.

Other European countries should have the service sometime in 2011. So far mentioned are Germany, France, Italy and Spain. Unsurprisingly, no mention of other European countries yet.

Through the service customers can play their music of choice on a number of Sony internet-enabled devices, including the latest Bravia TVs and blu-ray players, PS3 consoles and Vaio computers.

Sony offers 2 subscription models-- Basic (works as an infinite ad-free radio station for €3.99 monthly) and Premium (lets users listen to any song on demand for €9.99 monthly). Users can also sync DRM-free music files on their media players to listen to their music across all Music Unlimited compatible devices.

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