

## Digital Music For Those Who "Do Not"

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Cloud-based music service rara.com hopes it will attract mass-market customers who don't listen to digital music-- saying 60% of consumers "never experienced any form of digital music."



To do so, rara.com employs a "simple and beautiful" web-based UI (claiming it makes listening to online music as easy as switching on the radio), licensing agreements with Universal, Sony, EMI and Warner and the services of Grammy Award winner Imogen Heap as associate editor.

Powering the service itself is Omnifone-- the same whitelabel service behind Sony's Music Unlimited.

rara.com is now available across a number of European countries, including the UK, Ireland, France, Germany, Italy, Spain, Austria, Belgium, Denmark, Finland, Luxembourg, The Netherlands, Norway, Sweden, and Switzerland.

It still might be as competitive as the competition, though-- rara.com demands a monthly subscription fee, while Spotify remains, well, free.

Go [rara.com](http://rara.com)