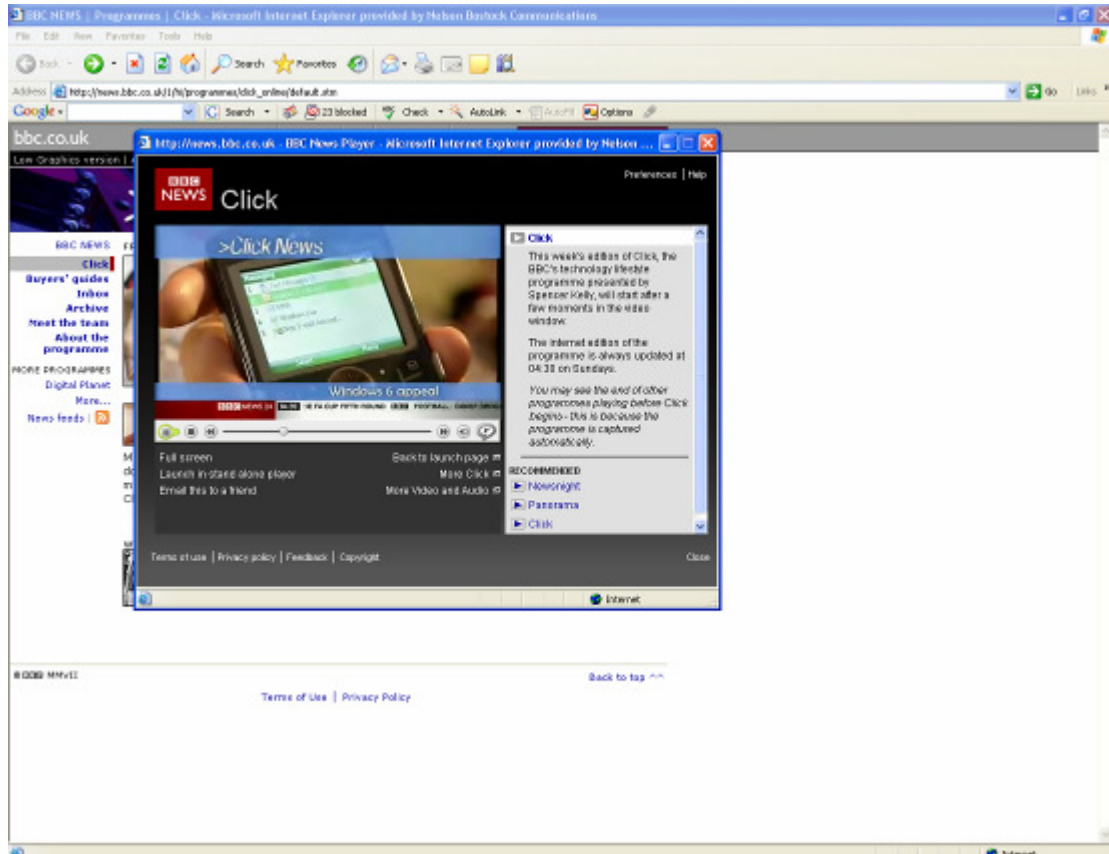


Issue Date: 19/02/2007  
Circulation: Unknown  
Frequency: Daily  
Web Site: BBC News



## Sound future for music on mobiles

Mobiles can come equipped to play movies and TV, but that puts a lot of strain on your eyesight, and their data storage capacity.

Music phones are emerging as the quality players in mobile entertainment.

Some of the models on show at Europe's largest mobile phone show, 3GSM, already look slick enough to nudge MP3 players off the shelf.

The secret of their success is that phones can now become mass-storage devices, using tiny, removable memory chips many gigabytes in size that can take thousands of tracks. Some have embedded memory that can hold yet more.

The relentless pace of technology innovation means those storage capacities are only going to grow.

Dan Inbar from computer memory maker SanDisk said: "In the past, the doubling of capacity has been every 18 months. Now it is coming down close to 12 months.

"Of course the other side of that is the applications that go with it. Currently the applications are running very, very fast as well."

### **Mobile downloads**

Music on your mobile is about more than just a phone with room for more than just the top 20. The owners of music phones really want the ability to download songs when they are out and about.

Lots of companies are lining up to offer these sorts of services and while they jockey for position they know there is an elephant waiting in the wings: Apple's iTunes.

Apple's previous foray into phone music, the Motorola-designed Rokr, could not do mobile downloads; the recently announced iPhone, while not yet on the market, should.

UK-based Omnipone is offering a download subscription service which it is promoting as a cheaper and fresher alternative to what it says may come from Apple.

"Apple's business is an Apple-centric solution," said Rob Lewis, head of Omnipone. "Steve Jobs wants to be centre stage of hardware and digital music sales.

"We believe that together with 23 mobile operators and all the other manufacturers - who are already creating a billion devices every year - we can create a really compelling alternative for consumers that gives them the freedom to play and download music wherever they want on whatever device they want to buy."

The figure of a billion phones a year is the reason everyone is so interested in music phones and downloadable tracks, not least because the number of MP3 players knocking around is a fraction of the number of mobiles.

### **High costs**

But there are concerns about cost. Consumers already complain that downloads to mobiles are overpriced and come with some hefty hidden charges.

Andrew Bud of the **Mobile Entertainment Forum** told us: "We have to give consumers confidence by making the pricing transparent. Customers have to know what they are going to pay when they buy it.

"Today that is not the case, because today they can buy a full track download for £1.50 or a couple of dollars, but in many territories they will be charged an additional amount of money that is not clear and sometimes may be as high as £20 (\$39) for the data download charges associated with that. And that's a real problem." Music phones look all set for take off but, as always, buyers beware.

As you are weigh up the pros and cons of which phone to buy and how much memory to install for downloading on the move, be sure to read the small print of your phone contract first.

Do that and these phones could put a skip into all our of our steps.

Issue Date: 14/02/2007  
Circulation: Unknown  
Frequency: Daily  
Web Site: Info World

Mobile music downloads are too complex, execs say | InfoWorld | News | 2007-02-14 | By Nancy Go - M

File Edit View Favorites Tools Help

Address http://www.infoworld.com/article/07/02/14/H#musicdownloadscomplex\_1.html

A world of possibilities. Discover what's possible now. Learn More

FREE NEWSLETTERS  
 Technology & Busin  
Enter Email Address  
submit  
All 33 InfoWorld Newsletters

**InfoWorld**

HOME NEWS COLUMNS BLOGS PODCASTS VIDEO RESOURCES TECHNOLOGIES TEST CENTER EVENTS CAREERS IT EXEC-CONNECT SUBSCRIBE

**Mobile music downloads are too complex, execs say**  
Warner CEO says Apple's iPhone is a step in the right direction

By Nancy Gohring, IDG News Service  
February 14, 2007

E-mail Printer Friendly Reprints Text Size A A

ARTICLE TOOLS SPONSORED BY

Buying digital music from a mobile phone is too difficult and the music and mobile phone industries need to improve the process to meet demand, the chairman and CEO of Warner Music Group Corp. said on Wednesday.

**Free IT resource**  
Virtualization Insights from Top Experts - Learn how virtualization gets real  
Sponsored by Dell

**Free IT resource**  
The most scalable, hot-pluggable, and easy-to-use SOA solution available  
Sponsored by Oracle

A study last year found that only 8.5 percent of people who own a phone that can be used to download and purchase music actually did so, said Warner Chairman Edgar Bronfman Jr., speaking at the opening session of the 3GSM World Congress in Barcelona on Wednesday. "Why? It's expensive, it's complicated and it's slow," he said. "It's amazing that we've generated as much revenue as we have given how cumbersome the experience can be."

Forty percent of mobile phones in the U.K. have music players, said Ralph Simon, chairman of the Mobile Entertainment Forum for the Americas, speaking at the same event. This year, US\$9 billion in revenue is expected to be generated from mobile music, including ring tones and over-the-air downloads, Bronfman said.

While MTV's core customers are typically young and technically savvy, even they find buying mobile content too difficult, said Mika Salmi, president of global digital

intel + solaris

Sun + intel

## Mobile music downloads are too complex, - execs say

A study last year found that only 8.5 percent of people who own a phone that can be used to download and purchase music actually did so, said Warner Chairman Edgar Bronfman Jr., speaking at the opening session of the 3GSM World Congress in Barcelona on Wednesday. "Why? It's expensive, it's complicated and it's slow," he said. "It's amazing that we've generated as much revenue as we have given how cumbersome the experience can be."

Forty percent of mobile phones in the U.K. have music players, said Ralph Simon, chairman emeritus of the **Mobile Entertainment Forum** for the Americas, speaking at the same event. This year, US\$9 billion in revenue is expected to be generated from mobile music, including ring tones and over-the-air downloads, Bronfman said.

While MTV's core customers are typically young and technically savvy, even they find buying mobile content too difficult, said Mika Salmi, president of global digital media for MTV Networks, a Viacom unit. Simplifying the process is key, he said. For example, business models that make it easier for customers to pay for content could boost take-up, he said. MTV encourages operators that it works with to sell subscriptions, which it has found increases use because customers know exactly what they'll pay.

Buying a ring tone is an example of the complexity people can face. On average, users must click 20 times in a process that takes around two minutes to buy a

ring tone, Bronfman said. Buying digital music on a phone is similarly complicated, he said.

"So many platforms aren't capable of even the most basic content configurations, like a track bundled with a video," Bronfman said. That means buying the same content that would typically be included in an album over a mobile phone would be comparable to having to visit three stores to buy the album, its liner notes and the art work, he said.

Apple's iPhone, the combined MP3 player and mobile phone expected to hit the U.S. market later this year, is a step in the right direction, Bronfman said.

"Before it's even hit the market it has raised the bar in terms of what users expect with a user interface and what music phones should do," he said. Now it's up to other mobile phone makers to meet users' expectations. "For those who invent with a similarly inspiring vision, the opportunity is immense," he said.