

MEDIA RELEASE

## **BELL'S MUSIC STORE NOW OFFERS UNRESTRICTED MP3s**

**Bell Canada is now offering unrestricted MP3 music files on its music store at [musicstore.sympatico.msn.ca](http://musicstore.sympatico.msn.ca).** This is the first time commercial DRM-free music has been available for purchase in Canada outside of the iTunes music store. It is the least expensive way to buy such music.

### **Background**

In the digital music realm, consumers have been able to buy two kinds of music files:

1. *DRM-protected files* (offered by Apple, Microsoft, and most other leading music stores). These are simple to buy, but can not move between platforms. For instance, a DRM-licensed song bought on iTunes can't be played on a Microsoft-licensed player.
2. *Unrestricted songs*, which are sold by small music stores offering independent music, or, recently, by Apple's iTunes store for \$1.39.

**This Bell offering is the lowest price Canadian consumers will spend for major-label music that is not restricted by DRM.**

Consumers continue to have the choice of purchasing DRM-enabled Windows Media Audio (WMA) files. Albums in MP3 format will retail for the same price as DRM-enabled albums, while single tracks cost as little as 99 cents.

### **About DRM**

DRM stands for Digital Rights Management. It's a method music rights-holders have used to protect their songs from being copied from person-to-person. Usually, when you buy a DRM-restricted song, it's only playable on the same platform on which you bought it. For instance, if you were to buy a song on Apple's iTunes store, it is only playable on Apple's iPods or iTunes software. DRM-restricted songs also have limitations restricting their ability to be "burned" to an audio CD.

### **Quotes**

"As Canada's leading internet service provider and online portal, Bell continues to build and offer the most robust online entertainment portfolio, including music, video and gaming. The addition of MP3 tracks to Sympatico/MSN Music Store furthers our commitment to offering Canadians the very best entertainment experience."

-- *Kevin Crull, President, Bell Residential Services*

### **Supplemental Media**

Screen shots of the Bell music store: <http://www.mediafiles.com/bell/musicstore/>

### **Contact**

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