

## **Motorola, Microsoft Announce Music Services**

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Motorola announced a music radio service for cell phones that also plays in car and home stereos on January 3. The service, called iRadio, contains 435 channels of commercial-free music, talk radio, news, and sports. iRadio will be available for about \$10 a month by wireless service providers, although none have signed up for it yet. Future subscribers will be able to download up to six channels or playlists onto their phone. Aside from content from major labels, iRadio will offer exclusive programming, such as artist interviews and tour details. Wireless car and home stereo adapters will also be available for around \$100 to keep the music playing wherever you go.

In related news, Bill Gates and Microsoft have teamed up with MTV to create Urge, an internet music service tied to the Windows Media Player. Urge users will be able to download over 2 million tracks, plus MTV exclusives to their computers and mp3 players. The service will work with most mp3 players, but is not compatible with Apple's iPod (why can't we all just get along?). Justin Timberlake joined Gates as he unveiled Urge at the 2006 International Consumer Electronics Show in Las Vegas on January 4. Timberlake told the crowd in Vegas he was excited that Urge gave artists a new opportunity to reach their fans. Aside from the rumors about the new Macs with Intel inside, the other major hub-bub at the CES showcase was whether or not Gates was wearing nipple jewelry in the off chance that J-Tim would peel away Bill's saucy button-down shirt.

<http://broadband.motorola.com/iradio/index.html>

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