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Sony BMG music available for free on We7.com

First major label's music live on ad-supported service

by Amy-Mae Elliott published on 28 April 2008

A new on demand music service, launched at www.we7.com, gives music fans access to over 500,000 tracks from Sony BMG and a variety of independent artists and labels, "legally, safely and in a format they want".

Music fans can listen now to the music they want for free thanks to We7's business model which grafts a short audio advert onto the front of each track.

Unlike illegal file sharing sites, the artist and record label will get paid every time music fans listen to the track from the revenue generated by advertising, that We7 says provides a viable solution to music piracy and a win-win situation for music fans and artists alike.

In addition, tens of thousands of music tracks can be download to be listened to later on MP3 player for free with the attached advert, which can be removed after a set number of listens, or an amount of elapsed time.

