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Amazon MP3 to launch in UK

DRM-free digital downloads in discussion

by Amy-Mae Elliott published on 23 June 2008

The Telegraph is reporting that Amazon.com, the world's biggest online retailer, is preparing to launch its digital music service Amazon MP3, in Britain.

Due to form part of an international rollout for Amazon MP3, the download service will directly rival iTunes and similar offerings from the likes of HMV and Play.com in the UK.

Although not confirmed by the company, executives from Amazon's MP3 store "are understood to have been in London last week to thrash out details of the launch with British record company bosses".

Those clued up about Amazon's plans say the UK version will launch before the final quarter of 2008 with a high-profile star-studded debut.

Amazon's offering could prove popular in the UK as it offers all its download tracks on a DRM-free basis and has undercut iTunes on pricing.

