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Telefonica does music downloads deal with IODA

iPhone operator to offer indy tunes

by Amy-Mae Elliott published on 27 June 2008

Telefonica and IODA have announced a worldwide partnership that will make IODA's catalog of independent music available to its users in 24 countries.

Telefonica, parent company of O2, and an official Apple operator partner for the iPhone, will make IODA's more than one million tracks available to consumers as ringtones, mastertones and full tracks, as well as video tones and album art for wallpapers.

IODA content will also be available via Telefonica's subscription services - although has not been made clear if this will include Apple's iPhone.

"IODA is a pioneer in the mobile industry and holds a unique position as a conduit between thousands of independent labels and fans around the world", said Antonio Santacruz, director of music products and services for Telefónica.

"We believe our partnership will help satiate the growing thirst for independent music among our customers, and look forward to a fruitful relationship."

