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Play.com signs up big four for DRM-free downloads

"We now have an offer to rival that of iTunes"

by Amy-Mae Elliott published on 9 October 2008

Online retailer Play.com has announced that tracks and albums from all four major music labels are now available in MP3 DRM-Free format on their digital music service PlayDigital.

With the claim of beating their major UK competitors Amazon, HMV and Tesco to market, the announcement celebrates the addition of Sony BMG, Warner Music and Universal Music to the service already supported by EMI.

There are now over 3 million tracks available for download via the service. Wendy Snowdon, head of PlayDigital said:

"It was only a matter of time before the other three major labels came onboard and we now have an offer to rival that of iTunes, yet in a format that gives the consumer choice and at a more appealing price. PlayDigital has been a phenomenal success since launch and now armed with the full back catalogue and current releases from the all majors we are fantastically placed to take a bigger bite of the apple."

Snowdon continued: "Artists including Kaiser Chiefs, Keane, Snow Patrol and Razorlight are all now available through PlayDigital and our pricing strategy ensures that we can start to steal even more market share. With the top 100 tracks available from 65p each compared to 79p on iTunes and albums from £4.99 which is £1 cheaper than iTunes, PlayDigital is the cheapest destination for music downloads, full stop".

