

<http://www.pocket-lint.com/news/5887/emusic-sells-100-millionth-download>

EMusic sells its 100 millionth download

Buyer of the magic song will have a track recorded for him by Barenaked Ladies

by Amber Maitland published on 14 December 2006

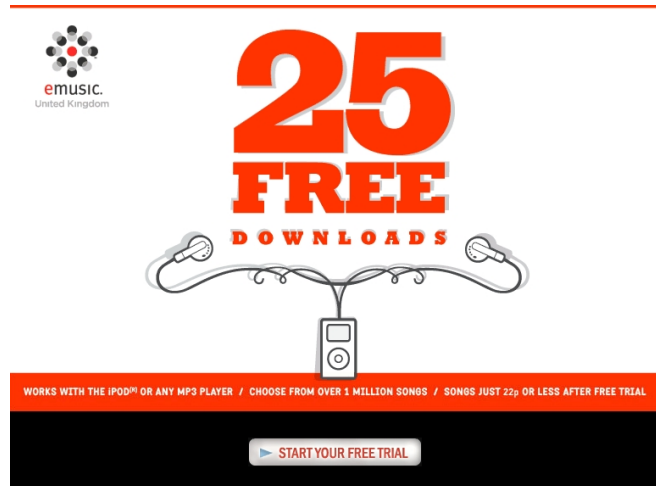
Although most of the discussion of music downloads online this week has been about Apple iTunes, a milestone has been reached by its chief competitor in the US as it has just sold its 100 millionth download.

eMusic sold its 100 millionth song to Michael Brennan, who will have a song dedicated to him and recorded by Barenaked Ladies.

The milestone has been reached in 3 years of sales, with 50 million being sold just last year.

The site sells DRM-free songs, and does not, therefore, always stock the most current songs on the chart. Most of its catalogue consists of music from independent labels, and it offers 192Kbps VBR encoding, and compatibility with all portable music players, including the iPod.

Rather than selling each song for a fixed price, it offers a monthly subscription at three different levels to download up to 90 songs a month. A basic subscription costs £8.99 a month, about the same price as one CD, and includes 40 downloads.



The graphic features the eMusic logo (United Kingdom) in the top left. The central text reads '25 FREE DOWNLOADS' in large, bold, orange letters. Below this, a stylized illustration shows a pair of headphones connected to a central device, which is further connected to two more headphones. At the bottom, a red banner contains the text 'WORKS WITH THE IPOD™ OR ANY MP3 PLAYER / CHOOSE FROM OVER 1 MILLION SONGS / SONGS JUST 22p OR LESS AFTER FREE TRIAL'. A button labeled 'START YOUR FREE TRIAL' is positioned at the bottom center.