

NOKIA

Comes With Music March 2009

In 2008, digital music sales via the Web and mobile phones climbed 25 per cent to \$3.7 billion, accounting for a fifth (20 per cent) of the global market*. At a time when almost 95 per cent of music downloads are pirated, with few signs it will let up, artists and record labels are continually looking for new and alternative ways to share their music legally with fans.

Mobile technology provides a new interactive platform for a wide range of industries, including music, and is rapidly becoming **the** consumption platform for digital entertainment. Total shipments of smartphones, which have computer-like capabilities allowing fast music downloads and Internet access, grew 12 per cent in the third quarter to 36.5 million units, accounting for more than a tenth of total mobile-phone sales, according to researcher Gartner Inc.**

Whether it's on the PC or the mobile, quick and easy access to the music you love is something everyone clearly wants; over a third (37 per cent) of us want to be able to download music directly to our mobile phones.*** By the end of 2008, Nokia sold 425 million devices with a digital music player and Nokia's Comes With Music service is at the forefront of this growing trend. Gone are the days of carrying around both a mobile phone and a separate digital music player – when you buy a Comes With Music device you get 12 to 18 months of unlimited music downloads – meaning your personal soundtrack is always with you, wherever you go.

With more than 6 million tracks to choose from across 15 international Nokia Music Stores, finding the latest chart toppers or past hits from the bands you love is easy. Whether it's music from international superstars or home-grown music from local talent, Nokia offers music from record labels including Universal Music Group, SONY BMG ENTERTAINMENT, Warner Music Group and EMI Group, as well as a raft of independent labels.

By removing financial barriers, Comes With Music changes the way people discover, share, and listen to music – new and old. There's no need to pay for individual singles or albums – everything is included in the price of your Comes With Music device. Even better, once you've got all your favourite music, it's yours to keep forever, even after your membership expires.

The newest additions to the Nokia XpressMusic range – the Nokia 5730 XpressMusic and Nokia 5330 XpressMusic – will be offered as Comes With Music compatible devices in selected markets - check out <http://www.comeswithmusic.com> to find out more on which devices enable Comes With Music in your country.

*International Federation of the Phonographic Industry (IFPI), 2009

**Gartner Inc. 2008

***NDP Group, 2007. Sample of over 6000 people

