

# Vodafone allies with Universal Music

November 14 2005

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Vodafone said Monday it will be working with Universal Music Group to deliver entertainment to its subscribers.

The British mobile carrier said that by tying up with Universal, it will have access to a sizeable music collection including Eminem, U2, Black Eyed Peas and 50 Cent. The company's labels include Decca Music, Deutsche Grammophon, Geffen Records and Island Def Jam Music.

Vodafone said that content from the deal is available from Vodafone live, and the company expects about 100,000 audio downloads to be available soon.

"This agreement sets new standards in scale, reach and imagination within our respective industries. Both companies are committed as never before to provide new entertainment services for the benefit of consumers, using 3G to harness the power and potential of new technology," said Lucian Grainge, chief executive of Universal Music Group International.

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