

Briefs: Vodafone, Sony to offer mobile music

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Vodafone and Sony launched Monday a mobile music service for wireless phones.

The Vodafone Radio DJ will allow subscribers of the British carrier to access interactive radio channels to third-generation mobile phones and personal computers through Sony NetService.

"This is the beginning of a new era in portable music. This partnership with Sony will drive Vodafone's strategy to become a leading global music provider. Vodafone Radio DJ is a revolutionary new way to discover personal music, anytime and anywhere, and we anticipate it will have widespread consumer appeal amongst our customers," Lee Fenton, director of consumer platforms at Vodafone, said in a news release.

The DJ service will be available on a monthly subscription basis in Europe.

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