

Briefs: Sprint music downloads gaining popularity

April 6 2006

Sprint said more than 2 million songs have been downloaded from its music site since it was launched in late October.

"The momentum of the Sprint Music Store is remarkable and truly an industry first, with our second million downloads reached in less time than our first million. Since we stopped offering free promotional incentives on Jan. 14, the usage of the Sprint Music Store has actually increased," said Nancy Beaton, director of entertainment and personalization.

Downloads cost \$2.50 per song, but customers get two copies, with one for their phone and another for their personal computer.

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