Last.fm Wants to Become the Web's MTV

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Online social music site Last.fm is moving into the video realm, adding music videos with a goal of providing every video ever made.

The site, which provides music recommendations based on user preferences, will be leveraging its music label relationships to bring artist video content to members.

Users who currently sign up at Last.fm site provide it with the names of their favorite artists and the site then generates streaming music recommendations based on those entries. A plug-in also lets the site determine which music users actually play. Listeners then vote on whether they love or hate those recommendations, so that Last.fm has a better idea of what that user might enjoy.

Last.fm intends to use the same model for music video content in order to create personalized video channels. The site promises higher quality than that of YouTube, with audio encoded at 128 Kbits/s on Last.fm compared to YouTube's 64 Kbits/s.

Last.fm boasts partnerships with major labels like The EMI Group and Warner Music Group in addition to approximately 20,000 independent labels like Ninja Tune, Nettwerk Music Group, Domino, Warp, Atlantic and Mute.

The intent is to have every music video ever made available on the site, "from the latest hits to underground obscurities to classics from the past," according to Last.fm.

In November of last year, Last.fm launched a system that provides suggestions on upcoming performances based on user location and taste in music. The site can also match up members who might be looking for a concert buddy or musically inclined friend.

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