

Rdio extends free trial period for music plan

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(AP) -- Music startup Rdio has joined several competitors in a crowded field of all-you-can-listening services by taking the time limit off its free trial.

The trial had been limited to seven days, and those wanting to continue had to pay for a subscription.

The new plan will give people using computers several months' worth of free listening to any track they want out of a library of 12 million songs. Mobile device users will also get an indefinite amount of free listening, but will be prompted to pay after a shorter amount of use.

Rdio, whose backers include [Skype](#) co-founder Janus Friis, is offering the trial without ads.

CEO Drew Larner said the amount of free listening will be dynamic and based on individual use patterns. A full mobile [subscription plan](#) costs \$10 per month, while a computer-based one costs half that.

Competitors Spotify and Rhapsody offer similar free trials but use audio and display ads to help pay for [royalties](#) that the companies must pay on the music.

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