

## BlackBerry-maker RIM stops BBM music service

## April 4 2013

BlackBerry-maker Research In Motion says it is silencing its streaming music service barely two years after it launched.

The Canadian company emailed BlackBerry Messenger Music subscribers this week to notify them that the cloud-based service will stop working on June 2.

RIM said Thursday the decision follows a "strategic business review" of its offerings.

BBM Music launched in August 2011 as a \$4.99-per-month service that allowed BBM obsessed users to swap song recommendations and share music with friends.

But there were limitations—each user could only share up to 50 songs from a catalogue of millions of tracks for their own personal playlist.

Existing subscribers to the service are being offered a free 30-day trial to competing service Rdio.

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