

RDIO TURNS UP THE VOLUME WITH AD FREE STREAMING



Rdio, the online music streaming website that is owned by Skype has declared yesterday that its twelve-million song library is now available to listeners free of charge. This free service is made available without the inclusion of adverts in order to have an edge on competitors such as MOG and Spotify. As it is expected of any free service, there is always a catch. Users have a limitation in the number of songs that they can listen to in a month. Rdio does not specify the number of songs that can be listened to before payment is required. There is a meter at the top of the user panel which shows the user how close he or she is to the limit. According to Mashable, the rendering is mostly ambiguous. The number of free songs also differs from one user to another. This will be determined by some factors such as the level of monthly usage according to Bloomberg. Free users will be able to stream full songs in at any time and they will be able to see and hear what their friends are listening to. They will also be able to build a digital music collection, a personalized profile and create personalized and shared playlists. In addition, they will be given music recommendations according to their tastes and also listen to radio stations. However, individuals who subscribe to the free plan that is provided by Rdio will only have access to songs on their laptop or desktop computers through the desktop application or the service's website. They will not be able to listen to music on any type of mobile device. Users who want the limitations to be removed will have to purchase one of the subscription plans that are available at Rdio. These include a \$4.99 per month plan which provides unlimited access through your laptop or desktop computer and a \$9.99 per month plan that gives you both desktop and mobile access to music streaming. While speaking in an interview with Bloomberg, Rdio CEO Drew Lerner said that the company believes in the value of content and that people will have to pay at a point. The company will spend money to get music rights with the hope of getting enough subscribers to get the right balance. With the free access that Rdio provides, any individual can immediately start listening to music or sharing with their friends. The full integration of the system with the Open Graph platform on Facebook makes it possible to play and share songs in the Timeline, Ticker or News Feed. The CEO of Rdio is reported to have said that the company is proud to be the only service in the United States that has made it possible for everybody to listen to free music without the distraction of ads.

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