

NetAnttila goes DRM-free with music

NetAnttila's digital music store site (www.netanttila.com/download) removes the digital rights management (DRM) restrictions on the music it sells. Since the beginning of September, the whole of NetAnttila's selection of music downloads has been available in DRM-free MP3 format.

This reform takes the user-friendliness of the service to a completely new level. The bought music is interoperable in any portable media player from iPod to mobile phone, and in addition to Windows computers, it is operable in both Mac and Linux environments.

NetAnttila began selling digital music in its online store in spring 2005. From the start, the music sold by NetAnttila has been DRM-protected. The protection has limited the use of bought music. For example, it was only possible to copy a certain number of tracks. The DRM protection also limited the use of music to certain players. Selling products was subject to DRM protection imposed by record companies. Since 2007, record companies worldwide have gradually removed their DRM protection requirement.

NetAnttila's digital music store is the first Finnish store site to offer an extensive selection of approximately five million tracks in MP3 format. The offer of all major record companies will be included in its selection.

"Since going digital, the removal of DRM protection is the most significant reform which, we believe, will clearly boost the sales of digital music in Finland. All the more so because we were able to lower the prices of music downloads in connection with the reform. The feedback from customers during the first days has been very positive", says **Mika Leiponen**, Director, Anttila Oy's Online Sales.

"Anttila has long been engaged in the development of downloadable music. The decision to start offering DRM-free music downloads is a natural step in the service development. I'm sure the reform is welcomed by all music lovers. Now the music they download from NetAnttila is no longer player or device specific as it's so easily available to all", says **Jari Petäjämäki**, Manager, New Business Development & Digital / EMI Finland.

Further information:

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In 2008, the sales of the Anttila Group were 684 million euros. Anttila Oy operates three concepts: Anttila department stores (28), Kodin Ykkönen department stores for home goods and interior decoration (8) and NetAnttila. In addition to Finland, distance sales customers are served in Estonia and Latvia. A new type of speciality store, Anttila Store, opened in 2008 in Nummela. Top Ten is a speciality store for entertainment and cosmetics in downtown Helsinki.

The nearly six million titles available in Anttila's digital music store (www.netanttila.com/download) include new and earlier production from the most popular artists.