

Iplay.pl provides a possibility to download Polish and foreign music

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After a few months of preparation iplay.pl is a pioneer Polish web portal offering access to music via the Internet offers a possibility to download Polish and foreign music.

The new portal enables the users not only to listen to music pieces but also record them on disk, as well as on audio records and copy files on portable players.

The portal's offer has been especially prepared for the Polish market and the music pieces can be downloaded on disk even for less than 1 PLN.

So far a few dozen agreements have been signed with Polish and foreign record companies.

Within the next few weeks the number of music pieces on offer will be extended.

Unlike music portals offering music in mp3 files, the music pieces offered in Iplay are in wma format and secured with the use of Microsoft Digital Rights Management technology which effectively protects music pieces from being illegally copied without authorization.

The portal complies with all globally applied requirements of this type of portals by record companies (storage and security of files, sales reporting, etc.)

Iplay.pl is hosted by Warsaw based ATM which guarantees stable operations of the portal and proper provision of services for a large number of simultaneous users.

The portal has been dramatically transformed. Its visual layout was changed and its navigation was improved. A possibility to pay by credit cards was added. Within the next few days other forms of payments will be also introduced.

iplay.pl is the first Polish legal music portal selling music by the Internet which started its operations at the beginning of September 2003. The portal operates legally as it holds the permission of the owners of the rights to the music presented by iplay.pl to play it on the Internet.

The portal is listed on pro-music.org promoting legal music web portals.

The aim of the iplay.pl project is to present Polish and foreign music broadly classified as pop, rock and modern jazz. Apart from famous performers the portal also presents music by less popular artists who demonstrate high artistic level but are less often presented by radio or TV stations.

In December 2003 MCI Management S.A. bought a majority stake in www.iplay.pl. It is the first venture capital investment of the company in a portal selling music by the Internet in Poland.

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