

By: September 22, 2006 Communications News Editor

[Sony Ericsson Launches New Musical Service - M-BUZZ](#)

The service will go live at the beginning of next month

[Sony Ericsson](#) is trying to expand its strategy regarding music on mobiles, by launching the new musical service M-BUZZ. Sony Ericsson will be joining forces with [Sony](#) ATV Music Publishing to showcase a wide range of new music talents, artists and bands alike. M-BUZZ will initially expose a limited number of artists and bands each month, picked from the [Sony](#)/ATV's worldwide roster. The offer will include content for download to the phone with new commercial aspects being developed later as additional features which will be incorporated into the M-BUZZ space. Artists on M-BUZZ at launch will include Kish Mauve, Embassy, Dirty Perfect, FKLV, Iggy, The Head Set, Bobby Kray, Anjulie, Lights and Monte Rosa. The first phones compatible with M-BUZZ will be the [W850](#) and W950 Walkman phones announced earlier this year and scheduled to ship in European, Asian and Latin American markets during the second half of 2006.

[www.m-buzz.com](#) will go live on October 2 and downloadable content will be made available, in a phased approach, in 20 markets which already offer secure full track over-the-air music download services through [Sony Ericsson](#)'s PlayNow service.