

# rara.com introduces first in-car music streaming service across Europe

Submitted by: rara.com

Tuesday, 21 May 2013

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- rara.com (<http://www.rara.com>) launches first in-car music streaming service with BMW in UK, Germany, France, Italy, The Netherlands
- No smartphone; SIM card, or dongle needed: rara.com (<http://www.rara.com>) streams direct to new BMW 5 Series with ConnectedDrive Online Entertainment
- 14 million music tracks + over 200 curated music channels to stream from all major and leading independent labels
- rara.com (<http://www.rara.com>) BMW music subscription includes access to rara.com apps for web, iOS, Android, Windows 8 PCs and tablets

London – 21st May 2013 – London based music streaming service rara.com (<http://www.rara.com>) today announces an international partnership with BMW to introduce the first direct-to-car music streaming service across the UK, Germany, France, Italy, and the Netherlands. Launching this week\* for BMW's new 5 Series, BMW's ConnectedDrive Online Entertainment option lets users instantly stream millions of tracks through the cloud and play hundreds of expertly curated playlists in their car's head unit on rara.com (<http://www.rara.com>) – without needing to plug in a smartphone, SIM card or dongle.

Music without limits: drive anywhere, play anything

BMW's ConnectedDrive Online Entertainment pack provides 12 months of unlimited music streaming on rara.com (<http://www.rara.com>). Underpinned by Vodafone, music can be streamed directly to the car in the UK, Germany, France, Italy and The Netherlands. Users stream music in-car on rara.com across the five European countries with all data included. Music already listened to will be available offline in the car.

"People listen to music in the car more than anywhere else, yet it's still hard to enjoy digital music in the car," said rara.com (<http://www.rara.com>) CEO Jez Bell. "With 14 million tracks available on rara.com to stream instantly across five countries, we are looking forward to bringing the rara.com music experience to new BMW 5 Series users across Europe."

No Smartphone needed

BMW's new 5 Series ConnectedDrive Online Entertainment pack connects directly via Vodafone without the need for an additional smartphone, SIM card or dongle.

Drivers have the ability to stream music on rara.com (<http://www.rara.com>) from anywhere in the UK, Germany, France, Italy and The Netherlands without incurring any roaming costs thanks to an international deal with Vodafone, the first deal of its kind in the automotive industry.

Instant on-demand search and play

5 Series drivers can navigate easily through rara.com's (<http://www.rara.com>) 14 million track catalogue

and 200+ channels using the BMW ConnectedDrive iDrive Controller and BMW's intelligent search which automatically generates search results from the 3rd letter you enter into the controls.

A world of music

rara.com (<http://www.rara.com>) provides unlimited access to a licensed music catalogue of over 14 million tracks across each of the five supported countries from all the major labels; Universal Music Group, Sony Music Entertainment, Warner Music Group and EMI Music, the global rights agency Merlin and leading independent digital distributors including The Orchard, INgrooves, Believe Digital, [PIAS] and VidZone Digital Media.

"Universal Music Group is very pleased to support this partnership between rara.com and the new BMW 5 Series," said Bill Campbell, Senior Vice President of Global Digital Business, Universal Music Group. "They have developed an elegant and fully-licensed streaming solution to the challenge of integrating digital music services into cars, with no need to plug in your smartphone or player, which is both innovative and very positive for our artists."

"We are pleased to be working with rara.com to further enhance the experience of streaming audio in the car," said Ole Obermann, Executive Vice President, Digital Partner Development and Sales, Sony Music Entertainment. "5 Series owners can now enjoy their favorite music at the touch of a button, with instant streaming access to millions of tracks and thousands of artists."

"This is a great new service that combines choice and convenience for fans to listen to their favourite music in their car. We're always seeking innovative digital initiatives that deliver exciting new ways for consumers to engage with our artists, and rara's partnership with BMW does just that," said Leanne Sharman, Vice President and Managing Director of Digital Strategy and Business Development, EMEA - Warner Music International.

The Orchard, CEO Brad Navin commented, "Providing our music across BMW cars with rara.com continues our efforts to offer innovative and unique ways to deliver our music to consumers across the globe."

"This is the first example of a connected car delivering the next generation of in-car music enjoyment in Europe," said Will Cooper, GM Digital Distribution. [PIAS] Group.

Believe Digital Managing Director, UK & USA Stephen King said, "Believe's catalogue is now accessible to new BMW 5 Series owners across Europe on rara.com."

VidZone Digital Media Founder and CEO Adrian Workman said, "This is a great day for digital music; the first music streaming service for the car in Europe. Replacing out dated and limited in-car CD players, music streaming will help to drive the uptake of legitimate music consumption in the car."

INgrooves International MD Alex Branson said, "We are proud to bring the INgrooves catalogue to BMW drivers through the rara.com service across Europe."

Cloud based: your music, everywhere

In addition to being available for BMW 5 Series through ConnectedDrive Online Entertainment pack, rara.com (<http://www.rara.com>) music streaming apps are available for iPhone, iPad, iPod Touch, Android and Windows 8 devices. rara.com's BMW ConnectedDrive Online Entertainment integration is powered by music service provider Omnifone.

Visit BMW dealers across Europe for a rara.com (<http://www.rara.com>) demo.

\*BMW ConnectedDrive Online Entertainment pack available in: UK, Germany, France, Italy and The Netherlands from BMW dealers today. Available to purchase in Spain in 2014. International data roaming supported from launch in UK, Germany, France, Italy, The Netherlands and Spain.

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#### About rara media group

rara.com (<http://www.rara.com>) is the global digital music service designed for the mass-market, where you don't need to be a music expert or a technology enthusiast to use the service. Founded in December 2011, rara.com (<http://www.rara.com>) provides on-demand music streaming for PC and Mac via the web and apps for iPhone, iPad, iPod Touch, Android and Windows 8 across 33 countries worldwide. rara.com (<http://www.rara.com>) is provided by rara media group limited, a private company headquartered in London. Licensed by all of the major labels; Universal Music Group, Sony Music Entertainment, Warner Music Group and EMI Music, the global rights agency Merlin and leading independent digital distributors including The Orchard, INgrooves, Believe Digital, [PIAS] and VidZone Digital Media. rara.com is powered by digital music service provider Omnifone.

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Analyst comment on rara.com BMW partnership:

Roger C. Lanctot, Associate Director, Global Automotive Practice, Strategy Analytics commented; "The rara offering represents a new positioning of the embedded connection as a value added service for the driver. The solution is intended to overcome the driver distraction issues and unpredictable functionality associated with both wired and wireless connections to smartphones. The BMW/rara offer is the first such solution for Europe, but is likely to be widely emulated as consumer's seek easy-to-use solutions that function across multiple platforms."