

PREPAID DOWNLOADS



PUBLISHING & MEDIA

In Turkey, online music store [MuziPlay](#) has forged itself a larger market by selling prepaid music cards. Much like prepaid telephone cards, 'MuziKarts' are available from newspaper stands and small shops. After activating a code on the card, customers can download and play mp3s using the company's proprietary MuziPlayer. Cards are available in denominations of YTL 3, 5 and 10 (EUR 1.50, 2.50, 5.00/USD 1.95, 3.25, 6.50). Sounds like a winner for countries where the growth of broadband internet is outpacing adoption of credit cards. The [sachet marketing](#) approach to selling songs should also appeal to children. Although Apple sells prepaid iTunes Music Store gift cards through Target stores in the US and a select number of retailers worldwide, distribution through convenience stores and newsstands makes more sense for modestly priced cards. One to copy and fast-forward to other markets? Related concepts: [prepaid privacy](#) and [prepaid computing](#).

24th July 2006

Email: info@muzi.com.tr

Website: <http://www.muziplay.com>