

Slacker Radio Boasts 3.5 Million Users on Mobile

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Digital music provider, slacker, might be the poster child for the merits of relaunching a product.

Since the company's February 13th launch of its completely redesigned digital music service Slacker now reports six million new listeners have joined, with 3.5 million on mobile. More than 100,000 paid listeners have joined since the new release.

According to a press release, people have increased average listening time by 25 percent, and Slacker is installed on three times as many iOS devices.

Slacker boasts that it is the only digital music service that is gross margin positive on every listener, whether they're ad-supported or a paid subscriber. Slacker

Founded in 2006 and launched in 2010, Slacker was initially a streaming radio service. Since then, the company has expanded its offerings to include on-demand access to more than 13 million songs. A music guide and fine-tuning tools allow listeners to easily discover new music or add news, sports and talk content from ABC and ESPN.

Slacker is part of a crowded field of digital music providers. Aside from iTunes, other popular streaming providers currently on the market include Rdio, Rhapsody, Spotify, and Pandora.

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<http://www.wirelessweek.com/news/2013/05/slacker-radio-boasts-35-million-users-mobile>