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At long Last.fm: CBS expands digital radio deal [Kira Bindrim](#)

**Published: April 1, 2008 - 3:42 pm**

CBS Radio is putting the "fm" in Last.fm.

The radio division of CBS Corp., home to 140 major market radio stations, said Tuesday that it will partner with CBS-owned social networking and music site Last.fm to share content. Under the agreement, CBS Radio will provide streaming audio from all of its stations to Last.fm users, including top-market stations like New York's WCBS-FM. Listeners will be able to peruse the stations through CBS Radio's new online player, anticipated to launch this spring.

The news follows a similar agreement between CBS Radio and AOL Radio, under which CBS will allow AOL Radio listeners access to its over-the-air and Internet stations through a digital media player.

"This is the first of what we hope to be many collaborations between CBS Radio and Last.fm," Chief Executive and founder of Last.fm.

In January, CBS announced plans to launch a free on-demand music service for visitors to the site, which it acquired last year. Supported by advertising, the service allows users to listen three times to tracks provided by major music labels Universal Music Group, Sony/BMG, Warner Music and EMI, as well as 150,000 independent labels and vendors. After streaming songs three times, listeners have the option of purchasing them for download via iTunes, Amazon and 7 Digital.

As part of Tuesday's deal, Last.fm users will still be able to switch easily between streaming radio and the on-demand music service. ◆