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### Netcaster pacts with Apple

Live365 is first indie Net radio to align with online store

By [BEN FRITZ](#), [DEBRA KAMIN](#)

HOLLYWOOD -- Netcaster Live365 has signed a deal with Apple to offer iTunes Music Store downloads of songs that play on its Internet radio stations.

Deal makes Live365 the first independent Net radio company to align with an Internet musicstore. Live365 is offering the downloads first for Macintosh users and will expand the partnership to PCs shortly.

Although several companies that offer radio and digital downloads, such as MusicMatch, already connect the two, no other major Net radio stations without a download service, including Yahoo!'s Launch, have done so. 40 million people listen to Net radio each month, according to Arbitron.

Given small margins for digital downloads, commissions to Netcasters are minimal. Such a partnership serves more to attract users looking for a complete Internet music offering.

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