

Peter Gabriel Sells Music Streaming to Tesco

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Tesco buys 91% of music streaming service WE7 for £10.8 million in a bid to "offer customers a wider choice in how they consume music and complement Tesco's current music offer in store and online."

Founded by ex-Genesis frontman Peter Gabriel, WE7 allows users to create personalised internet radio stations by picking artists from a library of 11 million tracks.

Tesco is one of the biggest CD retailers in the UK, and now wants more of a presence in the online entertainment market. On April 2011 the retailer bought video on demand provider Blinkbox.

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