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Sony BMG Reaches Online Music Deal with Snocap

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LOS ANGELES (Reuters) - Snocap, a copyright management and filtering system, on Thursday said it reached a deal with Sony BMG Music Entertainment to facilitate authorized distribution of its songs on peer-to-peer services.

It is the second major music label deal for Snocap, which is the newest venture of Shawn Fanning, the creator of the once-renegade song-swap service Napster that turned the music industry upside down by introducing millions to the concept of free, unauthorized downloading.

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Napster has since been relaunched as a legitimate subscription service.

Fanning launched Snocap in December, touting it as an effort to turn the threat of still popular peer-to-peer services into an opportunity for music companies and artists.

Back then, Snocap announced a deal for Vivendi Universal SA's (EAUG.PA: [Quote](#), [Profile](#), [Research](#)) Universal Music Group to license its catalog.

Terms of the latest deal were not disclosed, but Sony BMG, jointly owned by Sony Corp (6758.T: [Quote](#), [Profile](#), [Research](#)) and Bertelsmann AG (BTGGG.F: [Quote](#), [Profile](#), [Research](#)), said it already began registering its content with Snocap's copyright management interface, which seeks to set business rules for tracks distributed on peer-to-peer sites.

By using audio fingerprinting technology to identify and track music, Snocap hopes to give consumers authorized options on par with file-sharing services. Music company EMI Group Plc (EMI.L: [Quote](#), [Profile](#), [Research](#)) has also said it was talking with Snocap.

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