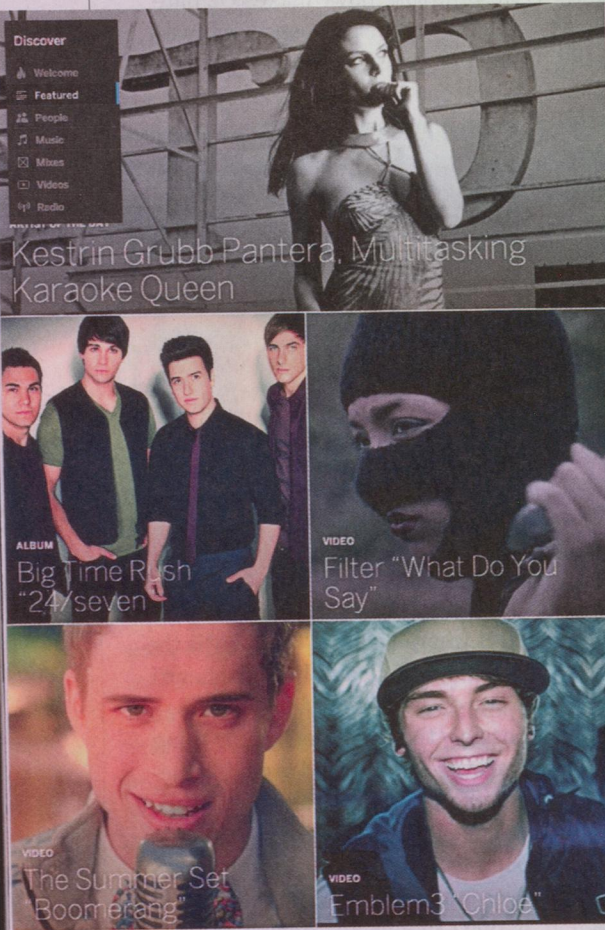


# Sites



Discover  
 Welcome  
 Featured  
 People  
 Music  
 Mixes  
 Videos  
 Radio

Kestrin Grubb Pantera, Multitasking Karaoke Queen

ALBUM  
 Big Time Rush "24/Seven"

VIDEO  
 Filter "What Do You Say"

VIDEO  
 The Summer Set "Boomerang"

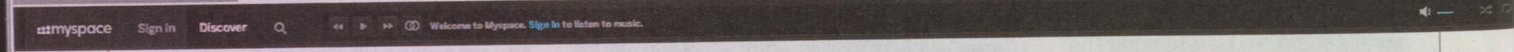
VIDEO  
 Emblem3 "Chloe"



MORNING MIX

The Magna Carta Holy Grail of Jay-Z (To Date!)

Myspace's new look



## Myspace and Google Play All Access

The lineup of streaming music services adds two big names: a social network looking for a reboot and the latest from Google Play. **By Kyle Anderson**

**J**OKES ABOUT MYSPACE inevitably involve its age, but it's only ancient in Internet years. Created in 2003, it was the dominant social network in the pre-Facebook universe, the only place where you could write dirty jokes on a friend's wall and accost visitors to your page with Bullet for My Valentine singles. It gradually sank into oblivion even as it became a haven for musicians—Katy Perry, Bruno Mars, and Fall Out Boy

all at least partially credit Myspace (the previous iteration with a capital *S*) with their rise to stardom. Perhaps inspired by those stories and banking on left-over cultural cachet (and driven by Justin Timberlake's financial stake and cultural-ambassador status), Myspace (myspace.com) just formally relaunched as a hybrid site that retains some of its social-networking capabilities but focuses primarily on music discovery. With a streaming library that boasts 53 million songs (much of what's avail-

able on services like Spotify and Rdio, plus a constant influx of indie tunes uploaded by unsigned artists), it's well equipped to challenge the many other subscription services—including the just-announced iTunes Radio that's coming later this year, as well as reliable but limited ones such as Pandora and Last.fm—for a piece of an ever-growing consumer base.

Myspace has a leg up in one important respect: There's no fee for streaming on its new site, and there's no traditional advertising to deal with (though your thirst for Bud Light Platinum playlists will be quenched by plenty of corporate content sponsorship). The desktop experience is pretty impressive. The streaming player works well, and the video player is even better—it's as smooth and unobtrusive as online video can be. Though the layout has been streamlined (the horizontal scrolling is especially cool), there are still some clutter issues, which is an unwelcome relic from the Myspace of yore. But it's hard to beat that price.

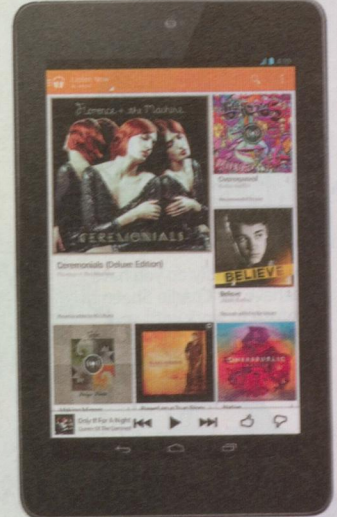
Then again, paying a little extra for a lot of service goes a long way. The newly revamped **Google Play All Access** (play.google.com) currently charges \$7.99 a month (after June 30, the price will jump to \$9.99, the

same as Spotify's premium offering) and provides a massive streaming library that also fully integrates up to 20,000 of your own songs. So if you've already got criminally unavailable-on-streaming albums like De La Soul's *3 Feet High and Rising* and the entirety of the Led Zeppelin catalog on your hard drive, then you've got the most complete online music library available. All Access also scores with its radio function—songs can be dragged and dropped into entirely new stations, and there's no limit to the number of skips.



Myspace co-owner Justin Timberlake

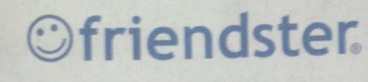
Both companies are trying to transition to mobile, with mixed results: Myspace's app doesn't let you take your music with you, opting for artist-curated radio with limited skipping options instead. Meanwhile, Google's app is only available on Android devices. Still, both Myspace and Google Play All Access have nailed the desktop experience, and they both do excellent jobs taking circuitous routes to the same point: more music and more discovery, (almost) everywhere all the time. Myspace: **B+** Google Play All Access: **B+**



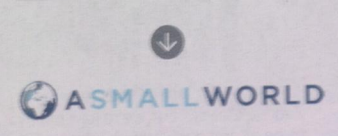
Google Play All Access' Android app

## Remember Friendster?

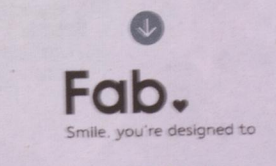
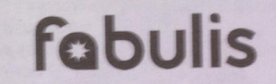
Myspace isn't the only once-trendy social network to get a top-to-bottom makeover. Here are three other sites that reinvented themselves. —ADAM CARLSON



**FRIENDSTER**  
 The social-networking rage of the early '00s (it actually predates Myspace) is now a mainstay in Southeast Asia, where the site has been reborn as one of the region's biggest social-gaming platforms, offering a virtual marketplace and chat app.



**ASMALLWORLD**  
 Launched in 2004 as an invite-only network, ASmallWorld is getting even smaller. After an overhaul this spring, the network cut its membership down to an ultraexclusive 250,000 while instituting an annual fee of \$105.



**FAB.COM**  
 The shopping site had a brief previous life in 2010 as a gay networking site called Fabulis.com. But then Fabulis got a name trim and a new focus, and now the gayest thing you can do is shop for stylish smartphone cases.

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