

**BY DAWN C. CHMIELEWSKI
AND JESSICA GUYNN**
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Google has stepped up its efforts to ensure that it is on every screen and on every device so online advertisers can reach those consumers wherever they are and regardless of what they are doing.

The new feature lets users search for songs, albums or artists or different genres and subgenres. It will offer recommendations based on the user's listening

"If Google failed to make a play for the music business, it would later regret it because its customers would remain forever tied to another digital service even if they maintain their interest in Google Android and Chrome devices. This fear of ceding this vulnerability to others explains why Google Play is adding All Access."

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Collins reported from Los Angeles and Blake reported from New York.

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