

# MUSIC INDUSTRY NEWS FOR MAY 2006



## 1. NASHVILLE'S MUSIC INDUSTRY WORTH \$6.38 BILLION

ACCORDING TO BELMONT UNIVERSITY AND THE NASHVILLE AREA CHAMBER OF COMMERCE, THE MUSIC INDUSTRY IN NASHVILLE SHOWS A TOTAL ECONOMIC IMPACT OF \$6.38 BILLION.....I'M THERE!!!!

## 2. ADVANCED MUSIC SEARCH AND DOWNLOAD ENGINE OFFERS LOOK AND FEEL OF 1,100 CD COLLECTION ON THE WEB, PROVIDING 35,000 + BROADCAST QUALITY TRACKS

A MUSIC SEARCH AND DOWNLOAD ENGINE THAT SEARCHES FOR, FINDS AND DOWNLOADS THE IDEAL MUSIC CUTS PROJECTS

## 3. DIGITAL RADIO UNIT SHIPMENTS TO TOP 22 MILLION BY 2009

INDUSRTY TRENDS, EMERGING MARKETS, INFO YOU NEED TO KNOW.....*CHECK IT OUT!!!*

## 4.ON-DEMAND INTERNET CONTENT REVENUES APPROACHING \$9 BILLION BY 2010

A NEW STUDY PREDICTATES THAT U.S. CONSUMER SPENDING FOR ONLINE ENTERTAINMENT, INCLUDING ON-DEMAND GAMING, MUSIC AND VIDEO SERVICES, WILL GROW BY 260% IN THE NEXT FIVE YEARS.....*Wow!!!*

## 5. FILMMAKER SCORES BIG WITH INDEPENDENT BANDS

DIRECTOR SCORES A FILM WITH QUALITY MUSIC BY USING MYSPACE.COM TO NETWORK.....  
*THE "N" WORD APPLIES HERE .....NETWORKING!!!*

## 6. MILLION DOLLAR MISTAKES~ STEERING YOUR MUSIC CAREER CLEAR OF LIES, CONS, CATASTROPHES AND LANDMINES

DETAILS SOME OF THE MOST EXPENSIVE BLUNDERS EVER MADE BY ARTISTS AND BY RECORD EXECUTIVES, MANAGERS, AND PRODUCERS WHO'VE WORKED WITH STARS

## 7. INDEPENDENT MUSIC TO THE WORLD

THE WORLD'S FIRST ON-LINE CONTENT PORTAL FOR INDEPENDENT MUSIC AND FILM HAS JUST LAUNCHED ITS MUSIC STREAM... BOOST DIGITAL RADIO.....*I THINK THIS IS HOT!!!!*

## 8. RECORDING SCHOOL ONLINE ADDS HOME RECORDING DATABASE

AN ONLINE RECORDING SERVICE AVAILABLE 24/7 BY SUBSCRIPTION OFFERING INSTRUCTIONAL VIDEOS

## 9. MERCORA INTRODUCES NEW SELF-SERVICE MUSIC-CENTRIC ADVERTISING PROGRAM- MERCORA MADWORDS

GIVING ADVERTISERS A CHANCE TO SERVE FOCUSED AND TARGETED ADVERTISING THAT IS BOTH RELEVANT AND IN CONTEXT WITH THE MUSIC DISCOVERY EXPERIENCE

## 10. THE ECONOMICS OF ON-DEMAND PROGRAMMING

AN ORIGINAL ANALYSIS OF CURRENT AND PROPOSED FINANCIAL MODELS SUPPORT ALL VARIETIES OF ON-DEMAND PROGRAMMING.....*NOT BORING!!!! YOU FIT IN THIS CATEGORY SOMEWHERE.....HELLO!!!!*

## 11. TAGWORLD LAUNCHES UNPRECEDENTED ONLINE MUSIC SERVICE FOR FANS AND ARTISTS

TAGWORLD IS AN INTEGRATED ONLINE SOCIAL ECOSYSTEM, THAT ASSIT USERS FIND NEW MUSIC AND ARTISTS

## 12. XCOPYPOD - THE EASY SOLUTION TO VIEW YOUR DVD MOVIES ON THE IPOD

ALLOWS USERS TO TRANSFER THEIR DVD MOVIES TO THE NEW VIDEO IPOD

## 13. MIDISOFT RELEASES GOSPEL STUDIO & COMPOSER, A COMPLETE MUSIC SOLUTION FOR GOSPEL MUSIC LEADERS

A COMPREHENSIVE SOFTWARE PACKAGE THAT IS AN ALL-IN-ONE SOLUTION FOR THE GOSPEL MUSIC MARKET

## 14. ABI RESEARCH MARKS "EXPLOSIVE GROWTH" OF BROADBAND VIDEO WORLDWIDE BROADBAND VIDEO AND INTERNET TV

BROADBAND VIDEO MARKETS SAW GROWTH IN EXCESS OF 100% IN 2005

## 15. COPYRIGHT IS PRICING CONSUMERS OUT OF KNOWLEDGE

THOROUGHLY INADEQUATE' DESCRIBES THE REVIEW OF THE ORGANIZATION'S LEGISLATIVE ADVICE TO DEVELOPING COUNTRIES.

## 16. INDEPENDENT MUSICIANS AND THEIR FANS EMBRACE MYXERTONES

A GROUNDBREAKING TECHNOLOGY THAT ENABLES BANDS  
TO CREATE MOBILE PHONE RINGTONES FROM THEIR OWN MUSIC

## 17. ARTIFICIAL INTELLIGENCE AND MUSIC COGNITION COMPANY MUSICGENOME INTRODUCES THE SMART DJ

A NEW INNOVATIVE FUN PRODUCT FOR THE GLOBAL CELLULAR MARKET

## 18. MUSIC BLOG NETWORK REACHES 1,000,000+ PER WEEK

THE NETWORK ALLOWS ENTERTAINMENT MARKETERS TO QUICKLY TARGET THE BLOGS' INFLUENTIAL MUSIC FANS AND  
DOES SO AT A FRACTION OF THE COST CHARGED BY TRADITIONAL MEDIA OUTLETS

## 19. "THE URBAN GOSPEL SHOW" IS CALLING ALL RAPPERS AND SINGERS

A WEEKLY HALF HOUR MUSIC VIDEO PROGRAM  
THAT GIVES EXPOSURE TO CONTEMPORARY AND HIP HOP GOSPEL ARTISTS

## 20. SONGWRITES RADIO SERVICE ANNOUNCES FIRST SUCCESS

ANNOUNCES THE FIRST SONGWRITER'S DEMOS TO ACHIEVE SUFFICIENT AIRPLAY  
TO CHART IN AN INDUSTRY-RECOGNIZED PUBLICATION



## 1. Nashville's Music Industry Worth \$6.38 Billion

A newly released study of the music industry in Nashville shows a total economic impact of \$6.38 billion, according to Belmont University and the Nashville Area Chamber of Commerce.

Belmont, a Nashville-based liberal arts university with 4,300 students and a nationally renowned entertainment and music business program, conducted the music industry economic impact study. The Nashville Area Chamber of Commerce and its Music Associations Task Force commissioned the assessment. Results of the study were announced today.

"For the first time in Music City, everyone from policymakers and businesspeople to entertainers and everyday citizens will be able to grasp the true economic value of the music industry," said Dr. Patrick Raines, dean of the college of business and professor of economics at Belmont University.

Raines led the study along with Dr. LaTanya Brown, a former economics instructor at Belmont. Findings represent the economic impact of the music industry in the Nashville-Davidson-Murfreesboro Metropolitan Statistical Area (MSA). The assessment covered all major music genres, professional organizations, record labels, music performing rights organizations, music venues, music media, travel and hospitality, artist management and booking, and associated businesses.

### **Key findings:**

**Economic Impact**--Direct spending by music industry firms in Nashville totaled \$2.64 billion. The combined impact of direct and secondary spending totaled \$3.96 billion. Music-related tourism accounts for another \$2.42 billion in spending, bringing the total economic impact of the music industry in the Nashville MSA to \$6.38 billion.

According to the report, the cities of Seattle; Austin, Texas; and Memphis, Tenn.; have conducted similar music industry studies, in addition to the state of Georgia. The cumulative direct spending impact for those studies was \$3.14 billion.

**Jobs**--The study estimates there are 19,437 jobs directly related to music production. These jobs provide \$722 million in annual labor income and pay an average annual wage of \$37,200. An additional 19,826 jobs are indirectly created when music industry employees spend their income. Music-related tourism supports an additional 14,995 employees in the Nashville MSA, bringing the total employment impact of the music industry to more than 54,000 jobs.

**Taxes**--Sales taxes collected from core music businesses exceed \$24 million annually, with property taxes adding another \$45 million to local government treasuries. Accommodation taxes attributable to music-related tourism accounts for another \$7 million, bringing the tax revenue generated by the music industry to more than \$75 million.

**Other Statistics**--The Nashville MSA is home to more than 80 record labels, 130 music publishers, more than 180 recording studios, 27 entertainment publications and some 5,000 working union musicians.

"Nashville is Music City, and to fully leverage the brand, we certainly felt that an economic assessment of this magnitude was long overdue," said Mike Neal, president of the Nashville Area Chamber of Commerce.

## 2. Advanced Music Search And Download Engine Offers Look And Feel Of 1,100 CD Collection On The Web, Providing 35,000 + Broadcast Quality Tracks

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Url: <http://www.cuegle.com/>

SALT LAKE CITY, January 10th 2006

The vast, broadcast-quality library of Non Stop Music and the other libraries or collections it administers can now be searched and downloaded with extreme speed and efficiency at [www.CUEgle.com](http://www.CUEgle.com).

A highly advanced music search and download engine, CUEgle combines the look and feel of a physical CD collection with the quick search capabilities and instant gratification of an online library, giving TV/film music supervisors, advertising agency, corporate, multimedia producers and more intuitive access to 1,100 CDs with over 35,000 tracks.

"The CUEgle system significantly speeds up the process of searching for, finding and downloading the ideal music cuts for a media project," says Randy Thornton, Partner in Non Stop Music ([www.nonstopmusic.com](http://www.nonstopmusic.com)). "CUEgle is a revolutionary way of executing online music searches, with a visually-oriented, user-friendly interface that gives clients the sense of thumbing through their CD collection, but with the fast efficiency of a powerful Web search engine."

Visitors to CUEgle will find an uncommonly attractive, visually-oriented experience waiting for them once they log on. Large images of the colorful CD covers for each collection, marked by easily identifiable names such as "Action Premier 1" to "Suspense 4", "Tenor Sax Quartet - Bossa Nova" and far beyond, can be clicked on to reveal track title, quick description and length. Each MP3 track can be fully previewed and downloaded straight to the user's desktop, where it can then be inserted into their project. Users in need of highest-quality .wav or .aif files can conduct their CUEgle search online, then pull the files from a CUEgle-supplied hard drive. If they choose to use the track, the usual blanket or needle drop licenses apply.

The CUEgle experience is further enhanced by advanced search capabilities. 28 top-level categories, from "Atmospheric Chillout" to "Country & Western" and "Kitsch Retro Lounge" help to speed up searches. Users can also easily narrow or broaden their music searches with keywords. In addition, Non Stop's expert music consultants are available 24/7 to make suggestions regarding the Non Stop Music library, made up entirely of original music composed, arranged recorded at Non Stop's L.A. East soundstage in Salt Lake City.

Organization and workflow are also a strong suit of CUEgle. Music supervisors managing one or more large-scale productions will appreciate the "Projects" section, which allows them to keep multiple music cues in project folders specifically designated for that project. To streamline the review and approval process, clients can be sent emails with metadata ".xml" files that they can then open in CUEgle for access to the full MP3 files, saving users the bandwidth strain of moving multiple audio files back and forth via email.

"The CUEgle music search and download engine is a better, faster way to navigate the constantly expanding Non Stop Music library," Thornton concludes. "In the past people had weeks to turn their projects around, but those timelines have shrunk to days and even hours. Now that the intuitive capabilities of CUEgle are available, we can help music producers respond to the intense time demands and still be creative in the process. CUEgle is the fast track to finding the best music for the creation of better media."

#### About Non-Stop Music

For the past 24 years, Non-Stop Music have been providing original music and world-renowned fully administered library selections to the professional world of movies, TV shows, commercials, trailers, radio - in fact to anyone who needs quality music that fits just right.

From the company's HQ in the glorious countryside of Salt Lake City complete with it's state-of-the-art recording complex - LA East and offices in New York, LA and London along with affiliates offices throughout Europe, Australia, Asia and the Near and Far East, Non-Stop Music are the largest and most influential music production and licensing company in the world - a world where their music can be heard everywhere.

For more information, please go to [www.nonstopmusic.com](http://www.nonstopmusic.com)

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### 3. Digital Radio Unit Shipments To Top 22 Million By 2009

Worldwide, the combined market of both digital satellite and terrestrial radio will grow from approximately 5 million unit shipments in 2004 to 22 million unit shipments in 2009, reports In-Stat (<http://www.in-stat.com>). The primary drivers for this growth will be new and compelling content, data services, price erosion for digital radio receivers, and digital radio provider partnerships with new car manufacturers, the high-tech market research firm says.

In the US, satellite radio is driving the digital radio market. In other markets, most notably in the UK, terrestrial digital audio broadcasting is driving it. The launch of Digital Multimedia Broadcast (DMB) services in Japan and Korea, along with increased promotional activity in Singapore, Australia and Taiwan over the next year, will drive digital radio shipments in Asia.

A recent report by In-Stat found the following:

- Roughly 600 US AM and FM stations will broadcast in HD Radio technology by the end of 2005.
- The two US satellite radio providers have reported significant subscriber numbers; XM is on track to report over 6 million subscribers by the end of 2005, while Sirius will reach over 3 million subscribers.
- Commercial-free radio ranks as the top reason for purchasing a satellite radio, with 54% of surveyed satellite radio owners citing it.

This Market Alert is drawn from the In-Stat report, "Digital Radio: Turning Up the Volume on Satellite and Terrestrial Radio Adoption" (#IN0502133ID), which covers the worldwide digital radio market. It includes analysis of major international digital radio markets, forecasts for US satellite radio subscribers, and for digital radio units sold worldwide through 2009, segmented by region. It also contains the results of an In-Stat survey of US consumers on digital radio, along with profiles of digital radio IC vendors.

## 4. U.S. On-Demand Internet Content Revenues To Approach \$9 Billion By 2010

Global Home Network and Broadband Penetration to Grow Significantly During Same Time. U.S. consumer spending for online entertainment, including on-demand gaming, music and video services, will grow by 260% in the next five years, according to Digital Lifestyles: 2006 Outlook, a new study from Parks Associates. Driven by broadband usage and innovations in digital entertainment platforms and content services, revenues will grow from \$2.4 billion in 2006 to nearly \$9 billion in 2010.

"This year will be a watershed for delivering to consumers an array of new entertainment experiences," said Kurt Scherf, vice president and principal analyst, Parks Associates. "Thanks to broadband proliferation and growing cooperation between content producers and other members of the digital entertainment value chain, we'll see significant product and service announcements throughout 2006."

Scherf indicated that the online video market -- including such providers as Movielink, CinemaNow, Apple iTunes, and Akimbo Systems -- will be active in 2006, as PC and consumer electronics manufacturers seek to expand their influence by offering more integrated networked solutions to end users.

Digital Lifestyles: 2006 Outlook also includes global forecasts for consumer broadband users, home data networks and multichannel IP video services ("Telco TV" or "IPTV" services).

- The number of worldwide consumer broadband subscribers will grow from 184 million in 2005 to more than 360 million in 2010;

- The number of households worldwide using data networking equipment will grow from approximately 82 million in 2005 to more than 135 million in 2010; and
- Worldwide subscribers to IP multichannel video services (IPTV) will grow from approximately five million in 2005 to nearly 70 million in 2010.

## 5. Filmmaker Scores Big With Independent Bands

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Url: <http://www.myspace.com/custodythemovie>

(AKRON, OH) - Every low-budget, feature-length film faces similar challenges, and one of the hardest to overcome is scoring a film with quality music. Traditional means of using music in film often times prove too costly to overcome, and independent filmmakers are left unsatisfied with their final product. When those challenges faced director, Eric Stuyvesant, he turned to cyberspace.

Using MySpace.com, Stuyvesant was able to network with bands that were in similar situations of trying to garner exposure on a shoestring budget. "Bands that have yet to be discovered are much easier to work with," says Stuyvesant, "They're more willing to listen to creative ways of securing rights to their music. It's all about exposure." Similar to what actors have done for years, bands signed onto Stuyvesant's latest project, "Custody", using a deferred point schedule. "In the long run they'll probably make much more money than they would had I bought the music outright." A deferred point schedule refers to a profit sharing plan used by filmmakers that aren't financed by studios.

By using this method Stuyvesant feels secure that there's added incentive for built in marketing. "These bands will reach audiences that never would heard of me otherwise", says Stuyvesant, "and in turn we'll take their music to places it's never been. It's win-win. Some of their fans will have to have a copy of our film, and some of our fans will have to have one of their CDs"

Bands from MySpace.com included in the film include Dig Jelly, Zach, Mezz Recipe, Ska-Ker Moms, A Ballad Alchemy and 2 Skinny Dorks.

In what's quickly becoming Stuyvesant's trademark, "Custody" deals with the trials and tribulations of being a single-father using both drama and comedy to expound on his message.

"Custody" is now available on DVD and can be purchased at

[www.LucidVisionEntertainment.com/custody.htm](http://www.LucidVisionEntertainment.com/custody.htm) or at [www.MySpace.com/custodythemovie](http://www.MySpace.com/custodythemovie)

## 6. Million Dollar Mistakes~ Steering Your Music Career Clear Of Lies, Cons, Catastrophes And Landmines

Email: [smoore@cmp.com](mailto:smoore@cmp.com)

Url: [http://www.backbeatbooks.com/?n=Recording%20%26%20Music%20Busines\[...\]](http://www.backbeatbooks.com/?n=Recording%20%26%20Music%20Busines[...])

## Get the Inside Story on the Biggest Blunders by Big Names in the Music Business

Everyone knows the success stories of the music industry-how Michael Jackson's *Thriller* blew the roof off and how Clive Davis helped orchestrate Carlos Santana's stunning comeback. But now you'll find out about people who were dead wrong. *Million Dollar Mistakes* (Backbeat Books) details some of the most expensive blunders ever made by artists and by record executives, managers, and producers who've worked with stars such as Michael Jackson, Christina Aguilera, the Beatles, Madonna, Nickelback, Chaka Khan, Destiny's Child, Stanley Clarke, the Go-Go's, Joan Osborne, Paul Stanley, the Captain & Tennille, Aerosmith, Pink, Ricky Martin, the Rolling Stones, and dozens more. From contract and copyright screw-ups to sheer arrogance and lying, *Million Dollar Mistakes* includes eye-opening revelations on:

- The pitfalls of employing a family member
- The marketability of suicide
- The industry's accepted levels of lies and thievery
- Thinking you're indispensable
- And much, much more!

There is no book like this-a book that details the catastrophes, the things people left off their résumés, the real secrets of success. Some of these mistakes are so embarrassing that the people involved would speak only off the record. But each one will help aspiring artists avoid mistakes of their own.

## 7. Independent Music To The World

Url: <http://www.boostdigital.com>

The world's first on-line content portal for independent music and film has just launched its music stream... Boost Digital Radio.

Speaking at its launch party Boost Digital CEO Graeme Logan said "What excites me is our future direction as we take Boost Digital not just online but to the mobile phone and MP3 market."

Boost Digital Radio will only give exposure to independent, unsigned artists and is programmed and operated by experienced radio industry professionals. Operations Manager Ian MacRae pointed out that: "It's an interesting trend that more and more mainstream artists are going independent. For example we are currently featuring tracks from new albums by the Eurogliders and Sophie B. Hawkins."

The search is now on worldwide for music content. All genres of music are acceptable. Unsigned bands and artists can download information from the website about how to submit their music for airplay.

## 8. Recording School Online Adds Home Recording Database

Url: <http://recordingschoolonline.com/>

Recording School Online has just added the Home Recording Database to its services. Like Recording School Online, Home Recording Database is available 24/7 by subscription for three-month terms. The difference between the two is that Recording School Online offers teacher assistance, direct feedback on your recordings as well as technical tips and direction based uniquely on the work that you do. RSO also includes quizzes and articles that are part of each student's progress and program. Home Recording Database offers all the videos and recording guides without the teacher support, feedback, quizzes, for people who wish access to the information but do not desire technical support, feedback or quizzes.

Recording School Online and Home Recording Database both offer 100 instructional videos which cover such topics as:

Compression

Mixing

Recording

Microphone Techniques

Recording and Tuning Drums

Mastering

Digital Effects

And More

in addition to this large database of videos, both also include over a thousand pages of written guidance and tips.

There is currently \$100 discount available for both RSO and HRD. Gift certificates are also available.

Instructional videos in all topics of recording are available for immediate download.

More information can be found at the links below:

<http://recordingschoolonline.com/>

<http://home-recordingschool.com/>

[http://recordingschool.biz/recording\\_school/](http://recordingschool.biz/recording_school/)

## 9. Mecora introduces new self - service music centric advertising program - Mecora Madworks

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Url: <http://www.mecora.com>

Mecora MadWords enables anyone to place highly targeted music keyword-based advertising on the Mecora Music Search Network

Mecora Inc., developer of the innovative music search network has a beta version of its new Mecora MadWords, the first targeted self-service advertising framework for

music. Advertisers can test drive this new program by visiting <http://www.mercora.com/madwords>. It lets advertisers choose music keywords such as genre, artist or band names, and similar or related artists, so that relevant advertisements are displayed while users perform searches or listen to music on the Mercora Network.

The Mercora MadWords program is aimed at anyone interested in advertising to a primarily young, broadband-connected audience (more than 65% of Mercora users are between the ages of 18 and 35). The October, 2005 Pew Research study, Digital Divisions, calls this group "the highly wired broadband elite," which makes up 33% of all US Internet users. Mercora MadWords should instantly appeal to a broad range of advertisers, including the following:

- Promoters of music- either music labels that want to contextually promote new releases, or artists and bands that want to promote their own work and build their fan base;
- Retailers of music such as online and terrestrial CD stores, specialty music stores, and digital download and subscriptions services;
- Concert and event promoters who can very specifically target their offerings to consumers;
- Consumer electronics equipment manufacturers and retailers that want to promote and sell devices such as portable music players, cell phones, and audio accessories to a young, wired, and tech savvy consumer base; and
- Manufacturers and retailers of musical instruments and audio equipment to people who are active consumers of music.

"Mercora has created a fast growing network for people to search, listen and discover music for free," said Srivats Sampath, president and CEO, Mercora. "Mercora MadWords now gives advertisers a chance to serve focused and targeted advertising that is both relevant and in context with the music discovery experience."

#### How Mercora MadWords Works

Mercora MadWords provides advertisers with a simple and flexible self-serve mechanism. Specifically, the system enables advertisers to do the following:

- Create, target, deploy, and measure their music keyword-based advertisements placed on the Mercora Network. Advertisers can start with a minimum budget of \$5. Anyone can try the system at: <http://www.mercora.com/madwords>;
- Target advertisements based on keywords such as music genres and artist names;
- Deploy Google-style text ads, in-line ads or graphical ads that are presented to the user in the context of a music search or when they are listening to the music; and
- Measure results on a Targeted CPM basis (TCPM), which delivers highly contextual search placement without the risk of click fraud.

#### Focused and Active User Base for Advertising

Mercora's music search and user-contributed music discovery network has grown into the largest catalog of music on the Internet, with over 3 million unique tracks and over 50,000 channels of music available at any time. Mercora's user base exceeds two million downloaded clients, 85% of whom are broadband users, over 90% have

made a product purchase online in the last six months, and more than 65% are between the age of eighteen and thirty five. These users like to consume music in both a lean back and lean forward manner where they can apply the familiar "search and find" metaphor of the Internet to music discovery and enjoyment. By providing a highly immersive experience, Mercola has the average user logged in daily for more than three hours and twenty minutes, and spending approximately 43 minutes listening to music every day.

**Pricing and Availability** Pricing by TCPM is based on a variety of parameters. Advertisers are given an automatic price quote online immediately when they choose the type of ad they wish to run, the number of impressions they want to obtain, and the degree of targeting they wish to engage. Introductory pricing starts at \$2/TCPM.

**About Mercola, Inc.**

Mercola's mission is to catalog and organize the world's music and audio content and make it universally searchable and legally listenable for everyone. Mercola ([www.mercola.com](http://www.mercola.com)) is headquartered in Santa Clara, CA.

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## 10. The Economics Of On-Demand Programming

'The question is not whether on-demand is the wave of the future. The issue is how to best monetize the opportunity and understand the underlying economic models.'

Amidst a din of news stories, announcements, and conferences proclaiming On-Demand the current "it" format of entertainment consumption, Nielsen Entertainment Reports releases *The Economics of On-Demand Programming*, an original analysis of current and proposed financial models supporting all varieties of on-demand programming.

Through analysis of several recent on-demand deals and exclusive conversations with industry executives, pioneering programmers and select news analysis of early on-demand endeavors, *Economics* maps out the new value chain for both content owners and advertisers and provides econometric and comparative media models for the revenue and cost of movies, television shows, music and other content in the on-demand world of VOD, downloading and streaming.

The Report also introduces new economic models based on a thorough quantitative exploration of on-demand variables, an original TV-VOD ad-supported model, including net annual revenues, and a glossary of terms.

"On-Demand means consumer-centric, and I can tell you unequivocally that there is not an advertiser, producer or distributor of creative content in the marketplace today who is not totally focused on the consumer, their experience and their preferences," said Andy Wing, President and

CEO, Nielsen Entertainment. "The pace of change -- from channels to personalized entertainment networks -- has less to do with the penetration of new devices, and more to do with business' ability to plan and model. We're publishing our Economic analysis of the 'consumer as programmer' knowing explorations such as this can expedite the pace of this change."

## 11. TagWorld Launches Unprecedented Online Music Service For Fans And Artists

Url: <http://artists.tagworld.com>

TagWorld ([www.tagworld.com](http://www.tagworld.com)), an integrated online social ecosystem, unveiled TagWorld Music, a new service that lets users visit their friends' TagWorld sites or browse through TagWorld to find new music and artists, build customized playlists and do one-click publishing of new music to their personal websites. Instead of being limited to a single track on a personal profile page, users can build and hear entire playlists, tagged by genre, on their fully customized TagWorld websites. As users hear music being played on a site in TagWorld they can click the "Add to My Tunes" button, instantly access the track and stream it from their own site or add any of these songs to their "Now Playing" list.

TagWorld's Music Player: No Download, Unconfined to a Computer, Travels With Users All songs on TagWorld are one click away from being added to a user's "My Tunes" section, which is always accessible online and not tied to one computer. Once songs are in "My Tunes," users can create playlists, stream the songs for their own TagWorld site, or listen to them in the stand-alone TagWorld Music Player that can travel with them as they surf other sites. Users can even upload their own copyrighted music and create customized playlists, including songs from TagWorld artists. (Any such music uploaded by a user is currently only available to stream back for that user's own listening pleasure.) TagWorld Music is available to users for free at [www.tagworld.com](http://www.tagworld.com).

"One part iTunes and one part MySpace equals TagWorld Music.1 Even though TagWorld officially launched only one month ago, users and artists will find our music offering powerful," said Fred Krueger, CEO of TagWorld. "People want a point-and-click solution for adding music to their website and digital music library. Finally, artists have the necessary tools to measure usage information about their songs. We plan to push the envelope in support of artists and give them compelling reasons why they should upload their tracks and create a multi-page presence on TagWorld."

TagWorld Leapfrogs Others to Deliver Industry-Leading Tools and Reporting to Artists for Free

TagWorld's Music Service lets any artist easily upload their songs to TagWorld, tag them with relevant keywords, stream them on their own TagWorld multi-page website, and allow others to stream and/or download them. Using permission-level settings, artists have complete control of their music and can decide which features they would like to make available to

TagWorld members. TagWorld is also providing free, near real-time data reporting so that artists can receive valuable, aggregate demographic information about their listeners. TagWorld artists can see in what cities and states their songs are being played, how many times their songs have been played, how many people have added the songs to their "My Tunes" section, listener age, and gender information. Unlike other alternatives that restrict artists to less than a handful of tracks, TagWorld is offering artists up to 1 gigabyte of free storage, so they can upload as many of their own songs, photos, and videos as they like.

TagWorld Music launches its service with artists such as Death Cab for Cutie, The Shins, The Postal Service, Alkaline Trio, Citizen Cope, Nada Surf, David Cross, Marc Broussard, Iron and Wine, The Clarks, A Change of Pace, and more! Any artist can sign up for free by visiting <http://artists.tagworld.com>.

## 12 XCopyPod - The Easy Solution To View Your DVD Movies On The iPod

With the recent release of the Video iPod, Bling Software has updated its new DVD-copying software Xcopy9 -- now also allowing users to transfer their DVD movies to the new video iPod.

If you are a Windows PC user, XcopyPod make iTunes work better for your needs -- it's the simple and easy solution to do more with the movies you already own with just one simple click.

"3 million movies have already been downloaded from Apple's iTunes. People want video on their iPods," says Bling Software Director Lyn Bell, publisher of Xcopy9, Podmaxx, Ring Factory and other successful PC utilities. "Downloads are great for new releases. But what about the movies people already have and own? Those aren't available for the iPod or the PSP ... they need to be converted first. Now there is a perfect and reliable transfer/converting tool to make those movies portable for the iPod ... XcopyPod."

XcopyPod is one of three components inside Xcopy9, which can be purchased collectively in one package or individually to best suit customer needs. XcopyDVD. XcopyPSP. And now XcopyPod.

Xcopy9 allows users to make perfect backups of DVD movies or even transfer to Sony PSP.

Expand the potential of your iPod beyond just music -- XcopyPod makes iTunes better! XcopyPod is the latest addition to the XCopy suite for squeezing every ounce of power out of your iPod.

XcopyPod lets you rip any DVD that you own right to your iPod with speed, simplicity and perfect quality.

With support for up to 150 hours of video and a dazzling 2.5-inch color display, the new iPod video lets you take music videos, TV shows, movies and video podcasts on the road or in the air.

## 13. Midisoft Releases Gospel Studio & Composer, A Complete Music Solution For Gospel Music Leaders

Url: <http://www.midisoft.com>

Midisoft Corp., developers of award-winning music software, announces the release of their new all-in-one solution for the Gospel music market, the Gospel Studio & Composer software.

The new two-CD software suite is designed as an essential music tool for gospel music ministries and other music professionals. With Gospel Studio & Composer music professionals can create lead sheets, scores, and parts quickly and accurately-then, easily print and share music with a Gospel team, choir or band. Gospel Studio & Composer has everything needed by the gospel ministry leader, artist, or songwriter to create music in one package: notation, sequencing, digital audio and 1,047 traditional well-loved hymns in editable, perfect sheet music format.

Midisoft, a pioneer in the field of MIDI and music technology, developed the technical core of Gospel Studio & Composer and its other products as one of the first original notational music software programs on the market. Gospel Studio & Composer is specifically targeted toward the Christian worship market and gospel music professionals, and can be used by both the novice and professional musician.

Gospel Studio & Composer also features timeless Christmas favorites, just in time for holiday music programs. Editable Christmas hymns include "Away in a Manager," "Silent Night," "O Come All Ye Faithful," "Joy to the World," and many more.

Recently unveiled to rave reviews at the 38th Annual Gospel Music Workshop of America (GMWA) Convention in Milwaukee, the special Gospel Studio & Composer-GMWA Limited Edition, also includes the official history book of GMWA, written by Dr. Charles Reese, Dean of the Academic Division and published by the Gospel Music Workshop of America, Inc. This is the only official document that is highly supported by the Board of Directors tracing the history of the GMWA from its beginning in 1968 to the present.

"We've worked closely with leaders in the worship music community, and we are so proud to offer the very first music suite of its kind created specifically for the Gospel and Christian worship market," said Bernard Fekete, Midisoft's Vice President of Sales and Marketing.

## 14. ABI Research Marks "Explosive Growth" Of Broadband Video And Internet TV

The worldwide broadband video market saw explosive growth in 2005, according to ABI Research, and it will continue to grow rapidly through the end of the decade to over \$16 billion.

Both pay and ad-supported broadband video markets saw growth in excess of 100% year over year in 2005, driven by consumers' continuing increase in broadband video usage and by content owners' demand for alternative outlets as existing channels (cable, broadcast and DVD) mature. Advertisers are also pushing to increase their expenditure in this market because sought-after demographic groups such as young adults are spending more time online, instead of watching TV.

"Disney/ABC's announcement that it would sell episodes of 'Desperate Housewives' for \$1.99 per episode through iTunes has helped garner additional momentum for a market that was already strong," said Mike Wolf, the firm's principal analyst of broadband, digital home and media. "Other announcements, such as NBC's decision to push its flagship nightly news online through an ad-supported model, are sure signs that content companies are reexamining their traditional distribution channels to see where broadband video can expand their overall reach."

Just as important as online distribution is access to the "digital home". Companies such as Microsoft, Sony and Apple have found themselves placed as key gatekeepers for consumers with home technology platforms, giving them leverage with content owners looking to reach consumers with broadband video content.

"Consumer platforms, be they Xbox 360s, iPods or TiVos, have millions of loyal users who are hungry for content," said Wolf. "The kingmakers in the broadband video market will be those who can offer not just online distribution of content, but can then extend the reach of this content to the consumer, by whatever method that consumer prefers."

## 15. Copyright Is Pricing Consumers Out Of Knowledge

The worldwide federation of consumer organizations, Consumers International (CI), has condemned WIPO technical assistance as 'thoroughly inadequate', and is demanding a wholesale review of the organisation's legislative advice to developing countries.

The criticism comes as Consumers International publishes the findings of its study into the copyright laws of 11 Asian countries, released to coincide with the World Intellectual Property Organization (WIPO) development agenda summit in Geneva (20-24 February).

The 'Copyright and Access to Knowledge'\* report finds that all 11 countries, including China, India and Malaysia, have given copyright owners far more protection than the intellectual property treaties they have signed up to require.

As a result, copyrighted educational materials in these countries are expensive and consumers are being priced out of access to knowledge. Imported books are prohibitively priced. When considered in terms of GDP for instance, selling students a book at US \$27 in Indonesia is equivalent to selling it to students in the US at US\$1,048 \*\*

The report concludes that WIPO is failing to provide developing countries with the technical assistance they need to take advantage of copyright exemptions and limitations written into international IP treaties. In doing so, WIPO is tacitly supporting the unfair IP demands of governments and businesses in the developed world at the expense of consumers in poorer nations.

Richard Lloyd, Director General of Consumers International said:

'In order to develop, poorer nations need access to affordable learning materials. Yet immense pressure from the developed world has meant many of the copyright laws in these countries are tougher than they need to be. This means consumers are being priced out of the opportunity to learn. WIPO must support its developing world member states and provide them with the technical assistance they need to effectively implement their rights under international law.'

## 16. Independent Musicians And Their Fans Embrace MyxerTones

Independent musicians are embracing MyxerTones (<http://www.MyxerTones.com>), a groundbreaking technology that enables bands to create mobile phone ringtones from their own music. In a simple process, musicians select a song or sound file and receive a MyxerTag html tag to paste into their website, blog, or MySpace profile. Then, a fan clicks on the MyxerTag, enters his or her mobile phone number, and receives the band's content as a ringtone.

mVisible Technologies, Inc., a leading provider of technology, services, and programs to intelligently manage and deliver content to mobile devices, launched MyxerTags as an adjunct to their popular MyxerTones offering. According to mVisible Founder and Chief Technology Officer Myk Willis, "MyxerTags are snippets of html code that are automatically created by MyxerTones. They're used by bands, artists, or anyone who wants their music delivered through MyxerTones as a ringtone."

Musicians are enthusiastic about the new service. "I built a MySpace profile just so I could build ringtones from Cogburns songs that other people could download," said Jennifer Hicks from The Cogburns. "It's a trip to hear these on other people's phones!" She particularly appreciates the simplicity of selecting a song or sound file, providing basic information to identify it - such as the artist, title, and genre - and receiving the tag. "It's as easy as cut-and-paste," added Hicks. "You don't have to worry about different file formats, the types of phones fans are using, or any of that. MyxerTones takes care of everything."

Anyone visiting a musician's website is one click away from downloading their ringtone. According to Scott Kinnear, CEO and President of mVisible, "The site's visitors click the MyxerTag, which takes them to MyxerTones.com, where they simply enter their phone number and receive the band's ringtone for free."

mVisible Technologies, Inc. provides uniform access to digital media, such as music, photos, and video, via mobile phones - regardless of the type of phone, network carrier, calling plan, or file format. mVisible allows users to tap into existing digital media from virtually anywhere on the planet.

## 17. Artificial Intelligence And Music Cognition Company MusicGenome Introduces The Smart DJ

Smart DJ offers 3G mobile phone users the ultimate in digital music experience, by creating a new online entertainment service that accurately analyzes listeners' music preferences and then delivers a stream of mp3 songs totally in-sync with the listener's taste with 80% success rate. MusicGenome will be showcasing the Smart DJ product as part of the Israel Mobile Industry Event at the 3GSM World Congress in Barcelona

MusicGenome, the leading expert in Artificial Intelligence (AI) and Music Cognition, announced the release of Smart DJ -- a new innovative fun product for the global cellular market. Smart DJ offers 3G mobile phone users the ultimate in digital music experience, by creating a new online entertainment service that accurately analyzes listeners' music preferences and then delivers a stream of mp3 songs totally in-sync with the listener's taste with 80% success rate -- higher than all competing methods including technologies based on analyzing music parameters or Collaborative Filtering.

Acting as a personal music agent, it proposes play lists that can be cross-genre or targeted to a specific mood and atmosphere. Based on Artificial Intelligence technology Smart DJ simulates each user's taste and delivers the music that s/he loves, even music never heard before. Over time Smart DJ continues to adjust to a person's taste and keeps it updated by performing "fine tuning", so that music can be delivered with growing precision.

"The Smart DJ combines the technology edge of the 3G handsets and network with real time personalized end user experience," said Dr. Dan Gang, MusicGenome's Founder and CEO. "Smart DJ is unique with its innovative approach and technology, with a rich tools set for listening to diverse channels, intuitive searching, Music DNA editing and for generating diverse play-lists."

Sales of music via the internet and mobile phones proliferated and spread across the world in 2005, generating sales of US\$1.1 billion for record companies - up from US\$380 million the previous year - and promising further significant growth in the coming year. According to new IFPI research. The Digital Music Report 2006 concluded that Mobile music is rapidly moving beyond just ringtones and master ringtones. With the advent of 3G mobile, download speeds have increased tremendously, allowing a wide range of new music products to be offered such as full track downloads, video streaming, and premium music content.

The Smart DJ is available via the following platforms: IMS, WAP, embedded on the phone, web and as a downloading terminal in retail stores. MusicGenome will be showcasing the Smart DJ product as part of the Israel Mobile Industry Event at 3GSM World Congress, in Barcelona (February 13th -16th, 2006) - Live Demo center Hall 1 Booth D10.

## 18. Music Blog Network Reaches 1,000,000+ Per Week

Email: [hilltownmedia@gmail.com](mailto:hilltownmedia@gmail.com)

Url: [http://www.blogads.com/advertise/music\\_blog\\_network/order](http://www.blogads.com/advertise/music_blog_network/order)

The Music Blog Network, launched in June 2005, has grown from nine sites to 25 and is poised for further growth in 2006. Initially, the network reached 1,000,000 page views per month. Now, the expanded network boasts 1,000,000 page views per week. The network allows entertainment marketers to quickly target the blogs' influential music fans and does so at a fraction of the cost charged by traditional media outlets.

As noted at the time of initial launch by DigitalMusicNews.com, music blogs "have become increasingly important arbiters of taste, with the savvy tastemakers speaking to incredibly targeted groups of listeners." Tapping into the bloggers' interconnected audience, early advertisers on network sites included Touchstone Films, Random House Publishing, Sony Pictures, Lions' Gate Films and TBS.

Since then, Lexus, VH1, MSNBC, Three Thieves Winery, and Sirius Satellite Radio have utilized the network in recent months. CBS has an ad campaign set to launch this week on Music Blog Network sites for its new series "Love Monkey" - a comedy about a record label executive.

Independent record labels have been particularly active with music blog ad buys. New West Records bought ads on network sites to promote the release of Johnny Cash "Live from Austin Texas" this fall. While, Matador Records is particularly innovative in its current campaign, where the ad has been rotating to promote different releases in different weeks during a month long run on network sites. The ability to modify an ad in mid-run is a particular useful benefit that advertisers do not have with traditional media ad buys. Jeff Davidson, the network's organizer and publisher of Earvolution.com states: "we have grown by carefully choosing the best independent voices the web has to offer and will continue to follow a smart growth policy by selectively adding new members."

## 19. "The Urban Gospel Show" Is Calling All Rappers And Singers

Email: [emory@emorytv.com](mailto:emory@emorytv.com)

Url: <http://www.emorytv.com>

Television producer Emory Garris is giving exposure to contemporary and hip hop Gospel artists. "The Urban Gospel Show" is a weekly half hour music video program that showcases the most anointed voices in the Gospel music. The show airs Sunday mornings on local television stations across the United States, reaching over 22,000,000 households. In addition to the weekly broadcast, "The Urban Gospel Show" will broadcast once a month over the internet.

The Show uses television as a vehicle to bring Gospel music to the mainstream. The show plays music videos by artists like: Kirk Franklin, Donnie McClurkin, Yolanda Adams, CeCe Winans, Cross movement, T-Bone, Bishop T. D. Jakes & The Potter's House Choir, Marvin Sapp, Israel & New Breed, Fred Hammond, Tonex, Juanita Bynum, Vickie Winans, Detrick Haddon, Mary Mary, Brent Jones, Out Of Eden, Dottie Peoples, John Reuben, 4th Avenue Jones, Smokie Norful, LA Symphony, Karen Clark Sheard, Micah Stampley, Pigeon John, Da Minista, Carolyn Adams, and Many More.

The Urban Gospel Show is accepting music videos from major label and independent Gospel artists for the weekly broadcast on television and the internet. Gospel artists can send music videos in DVD format to Emory TV.

Emory TV  
8122 Ned Ave  
Ste O  
Baton Rouge LA 70810

You can advertise and promote your music videos on "The Urban Gospel Show". Contact the corporate office by phone: 225 768 9764/email: [emory@emorytv.com](mailto:emory@emorytv.com).  
B-C releases "Wait" on June 26, 2006. "Wait" is the first single from the album entitled "Chasing a Dream" Set to release later this year.

## 20. Songwriters Radio Service Announces First Success

Url: <http://www.songwritersradioservice.com/>

22 November 2005

Date Line -- Los Angeles, CA -- Songwriters Radio Service ([songwritersradioservice.com](http://www.songwritersradioservice.com)), Fremont, IN, is proud to announce the first Songwriter's Demos to achieve sufficient air-play to chart in an industry-recognized publication. Paul Evans' recording of "Another Bottle of Blues", submitted through Bibb Promotional, reached 2395 in the Atlantic Satellite Top 2,500 ([atlantic-satellite.com](http://atlantic-satellite.com)) and Reverend Robert B. Rice's "Do You Want to Know Jesus", via Maybe It's Time, charted at 2432. Publisher's contracts are pending for both songs.

Songwriters Radio Service began accepting air quality demonstration recordings of original, copyrighted and unpublished music for submission to Broadcast and Background Music Program and Music Directors in the closing weeks of August and began uploading the first week of September. The service puts air quality demos in direct competition with released product at the broadcast level where the commercial viability of a given song is then obvious.

Songwriters Radio Service, in association with a few select Promo Library Brokers, formulated the process to save songwriters a great deal of money producing and mailing hard copy demos with little chance of being heard or published and even less of being record-

ed. Having verifiable Radio Airplay and Background Music use is one indicator of a song's commercial acceptability that legitimate music publishers and record producers in need of quality material would be unlikely to ignore.

Songwriters Radio Service assigns each work its own Registration Number to avoid song-title conflicts and ease tracking. Exclusive Registration Numbers authorize submissions to be flagged as "SWD" to avoid confusion with regular main line record releases. Submissions are then made available to various Electronic Music Services (promo libraries) where they may be accessed and reviewed by Program and Music Directors, Syndicates and other Music Users world wide.

There are no "industry" judges or critique councils, because nobody is qualified to guarantee a sure and certain "hit" or "miss" in any field or genre' of music. Broadcast Programmers, Music User and Syndicator Directors are the only people qualified to decide if a song is commercially acceptable for their specific requirements.

Songwriters may submit as many works as they wish. All fields and genre' of music are acceptable. Any and all rights, titles, interests and ownership of submissions remain the sole and exclusive property of the songwriter(s). There are no obligations or embindments, legal or otherwise, on any submission or any part of any submission.

Songwriters can contact any of the Authorized Global Brokers: SongHookers.com, BibbPromotional.com, Kleopatra.com, SongWritersDepot.com, FiveWireMusic.com, TrueCountryRecords.com, or September Wilder (september@songwritersradioservice.com) - telephone = 260-495-2091 during regular business hours.

*Source: The Music Industry News Network*