



Music Industry Headlines for Aug 5, 2005



- 1. Music Radio Stations Hard Hit By Personal Digital Music Revolution**
Music radio stations are facing increasingly powerful competition from the modern music culture.
- 2. iTunes More Popular Than Most Peer-to-Peer File Sharing Services**
iTunes is proving to be a formidable competitor against free peer-to-peer (P2P) file-sharing services.
- 3. Roxio Launches Xingtone Ringtone Maker in Retail Stores Across North America:**
Easy-to-use software for converting music into custom, ringtones for mobile phones.
- 4. Make Your Music Library Your Ringtone Library With 'My Ringtone Studio:**
Create ringtones from existing CD and MP3 collection.
- 5. Agent155.com Developing Ringtones And Video Clips For Cellular Phones**
Artist development company has proposed providing ringtone download functionality for its membership.
- 6. Versaly Entertainment Teams With 5280 Mobile To Develop SoBe Phone Gear Ringtone Website**
To produce, manage and distribute ringtones, wallpapers and other mobile content for fans of the popular beverage company.
- 7. Mercora Introduces Live Music Search - Search.Mercora.com**
Consumers can Web search, find and immediately listen, unrestricted, to music free of charge, streamed to them in high-fidelity audio.
- 8. IAR: Showing Continued Support To Independent Artists**
Popular indie music broadcaster delivers the first digital download store that actually pays the artist 100% of their download proceeds.

9. **EMusic Adds Scores Of New Indie Artists And Labels**
The No. 2 digital download service announced the addition of leading indie labels and artists to its highly regarded catalog.
10. **INTENT MediaWorks Introduces Family Friendly Music Downloads With New P2P Software**
An internet solution that is family friendly for downloading music and movies.
11. **2005 Worship Hymn Song Search Launches Worldwide Campaign**
Devotion Music is searching for new versions of old hymns to be recorded for a nationally released album.
12. **Virtual Music Announces The Arrival Of The MDP™ (Musician Digital Portfolio)**
A powerful tool for the musician, seeking to launch or promote their career.
13. **Singer Magazine Becomes Singer & Musician**
A respected resource helping independent artists turn their talents into a respectable source of income.
14. **Next-Generation P2P Music Network Launched: Bitmunk**
Artists can distribute their work while ensuring proper royalties are paid to them.
15. **Subcommittee Statement On Digital Music Licensing**
Existing laws do not accommodate the new business models of online music.
16. **RATE-MP3.com Set To Launch & Offers Opportunities For Musicians With Unique Concept**
Music artists in any style can submit their songs for review on the website.
17. **Glimpse Into The Future Of Online Music Through This Radical, New Site**
New concept of interaction between artist and fan.
18. **The Rockabilly Guitar Page – Gear Secrets Of Historic Recordings Revealed**
A resource offering insight and information about hard to find recording sessions.
19. **RazorPop Announces P2P Subscription Music Offering**
Music rights holders, including labels, composers, and publishers, keep a percentage of the subscription revenue.
20. **MP3.com Cofounder Creates Auction House For Song Copyrights**
An auction house dedicated to the sale of music related copyrights.
21. **U.S. Congress Voices Unanimous Support For Boosting Music Education In Schools**
Music instruction is an important component of a well-rounded academic curriculum.

22. **Bloggers Launch Music Network**

A tool for entertainment companies looking to tap into the elite of the music grassroots.

23. **Internet Surround Music Project To Promote The Creation And Distribution Of Multichannel Music Online**

To increase awareness of the benefits of surround music for both artists and consumers.

24. **Onlinegigs & ICON Magazine Announce Partnership**

Organizing the tools and resources for artist running an independent music career.



1. Music Radio Stations Hard Hit By Personal Digital Music Revolution

Music radio stations are facing increasingly powerful competition from the modern music culture says a newly published study by TechnoMetrica Market Intelligence. And what's more, listener bases are changing, and not for the better.

"Listener bases appear to be shrinking," says Constantine Kambanis, an analyst at TechnoMetrica. "Moreover, they may be losing some of their financial value, with perhaps the most economically important listeners leaving radio for the modern music experience."

According to Kambanis, the synergy between digital music formats, portable digital music players, personal computers and the Internet has created better and more alluring alternatives to traditional radio, forcing music radio to either adapt or die.

"Part of the appeal of things like the Apple iPod and online music services like iTunes and Napster is that the listener's music experience can be completely customized. You just can't do that with traditional radio."

Comparing what he dubs the "modern music experience" to traditional music radio programming, Kambanis says that downloading gives such music a certain degree of ownership and permanence not found in radio. Beyond that, the quickness and ease of downloading music and the absence of time-consuming and irrelevant commercials diminishes the value proposition of music radio programming.

According to the report, music radio will have to come to grips with the fact that technology is fracturing the overarching listener base while simultaneously personalizing consumer's interaction with pop culture.

"Technology is having a profound impact on music radio's mission statement. It's forcing the advent of greater specialization and more genre-specific content. The future of music radio probably lies in highly targeted entertainment and in introducing new artists and music products into highly specialized markets."

2 .iTunes More Popular Than Most Peer-to-Peer File Sharing Services

iTunes is proving to be a formidable competitor against free peer-to-peer (P2P) file-sharing services, The NPD Group reported. According to information from NPD's MusicWatch Digital service, Apple iTunes's industry-leading a-la-carte download store tied with LimeWire as the second-most-popular digital music service in March, 2005. Both iTunes and Limewire were used by 1.7 million households. The most popular digital music service that month was WinMX, which was used by 2.1 million households to download music. Paid a-la-carte music offerings from Napster and Real Networks also placed in the top ten, alongside other P2P services like iMesh and Kazaa.

"One of the music industry's questions has been when will paid download stores compete head-to-head with free P2P download services," said Russ Crupnick, president of the NPD Group's Music and Movies division. "That question has now been answered. iTunes is more popular than nearly any P2P service, and two other paid digital music offerings have also gained a level of critical mass. These digital download stores appear to have created a compelling and economically viable alternative to illegal file sharing."

In total, four percent of Internet-enabled households in the United States used a paid music download store in March, 2005. A large number of these consumers were over 30 years of age (reporting an average age of 33 years and an average household income of \$83,000). Though younger demographics are more likely than others to share files on P2P services, NPD's research shows that older consumers are more likely to be deterred by the recording industry's anti-piracy litigation efforts.

The growing legal download services provide a perfect alternative for the post-college demographic. "They have diminishing free time, and more disposable income," said Crupnick. NPD's research shows that the litigation raised awareness of legal issues surrounding P2P music downloading, which provided the final tipping point for many of these older, more financially secure customer segments. Those that had tried digital music through file sharing were slowing down or stopping that illegal behavior, and many post-college consumers are leading the charge into legal a la carte downloading."

The following list shows the top ten digital music services, based on the number of households acquiring a digital song in March 2005:

1. WinMX (2.1 million)
2. iTunes (1.7 million)
3. LimeWire (1.7 million)

4. Kazaa
5. BearShare
6. Ares Galaxy
7. Napster
8. Morpheus
9. Real Player Store
10. Imesh

3. Roxio Launches Xingtone Ringtone Maker in Retail Stores Across North America

Roxio, a division of Sonic Solutions, the leader in digital media software, introduced Xingtone Ringtone Maker software in thousands of retail locations throughout North America. Under the terms of its publishing agreement with Xingtone, Roxio is using its established sales infrastructure and retail relationships to expand the market reach of Xingtone Ringtone Maker, which was previously only available online. The wide retail distribution ensures consumers have ready access to the easy-to-use software for converting personal music into custom, real music (True Tone) ringtones for their mobile phones.

A recently published report by Consect, a leading provider of U.S. mobile market analysis, indicates that global mobile phone ringtone sales will total \$4 billion in 2004. The report also reveals that in the U.S. total sales have doubled from \$150 million in 2003 to more than \$300 million for 2004, making the U.S. one of the fastest growing and largely untapped markets for mobile music.

"Partnering with third-party developers, such as Xingtone, allows Roxio to quickly respond to high-growth market opportunities without impacting internal development efforts," said Stan Wong, General Manager of Roxio. "The timely retail release of a premier solution, such as Xingtone Ringtone Maker, not only helps Roxio satisfy a strong consumer demand, but also strengthens its relationship with retailers and increase the return it receives on its channel investment."

Xingtone Ringtone Maker enables consumers to quickly convert and transfer portions of an audio file from their computer or a CD to their mobile phones using cable-free, over-the-air transmission. The desktop application offers a straight-forward workflow for quickly preparing music or audio voice recordings and is both Windows- and Mac-compatible. Xingtone Ringtone Maker supports more than 100 handsets from budget-buy to high-end devices and works with all major US carriers, including Verizon Wireless, Sprint PCS, Cingular (including AT&T Wireless), and T-Mobile. Consumers may test their phone's compatibility with Xingtone Ringtone Maker at Xingtone.com.

"Roxio is the ideal partner with the retail experience and relationships required to make our transition into retail fast, trouble free and effective," said Jonathan Schreiber, CEO, Xingtone. "Xingtone Ringtone Maker now has far greater visibility and reach at a time when consumer interest in ringtones is exploding."

4. Make Your Music Library Your Ringtone Library With 'My Ringtone Studio'

Tri Synergy (www.trisynergy.com) the leading independent utility and video game publisher & MyPhoneFiles, LLC, the premier "All-in-One" mobile entertainment provider announces the upcoming May 11th North American retail launch of My Ringtone Studio.

My Ringtone Studio provides consumers with a powerful set of tools that allows them to personalize their mobile phones by creating real music ringtones from their existing CD and MP3 collection without paying recurring subscription charges or fees per ringtone.

My Ringtone Studio allows consumers to create their own real music ringtones from their existing music libraries & send them to their phone over-the-air; there is no need for extra cables, infrared or a Bluetooth connection. My Ringtone Studio works with all major US & Canadian Wireless carriers.

Using one's cell phone to make a statement has also become a very big business. Each individual ringtone a consumer downloads can cost anywhere from one to three dollars and that's not counting the subscription fee. According to IDC Research, U.S. consumers downloaded 4.8 million ringtones in 2002 or \$16.6 million worth. IDC projects that in 2005, these consumers will download 30 million ringtones or \$404 million in sales.

The unique set of tools provided by My Ringtone Studio are, Music Tones Studio which allows you to use any music CD or MP3 to create a studio quality ringtone and Sing-A-Ringtone where you can add your own voice to a music sample or simply use anyone's voice to create a voicetone.

5. Agent155.com Developing Ringtones And Video Clips For Cellular Phones

Agent155 Media Group, Inc., a provider of multi-media content management tools, providing exposure, networking and collaboration opportunities to models, performers, artists, athletes, musicians, filmmakers and agencies worldwide, announced it is in discussions with [myphonefiles.com](http://www.myphonefiles.com) (<http://www.myphonefiles.com>), a leading provider of cellular phone ringtone download services. Agent155.com has proposed providing ringtone download functionality for its membership and is currently in the pre-planning phases for implementation of the technology on the website.

According to a TechNewsWorld (<http://www.TechNewsWorld.com>) article published May 9, 2005, "The ringtone market is already a \$400 million segment of the mobile content industry." And, according to Ovum Research, projections indicate the market will grow to \$1.4 billion by 2010. In 2004, Sprint reported that in 2003 its customers downloaded 20 million ringtones and screensavers. In

addition, a September 2003 Yankee Group Mobile User survey found that 18 percent of subscribers are somewhat or very interested in downloadable ringtones.

"This is a perfect segue for our members into this lucrative market," stated Christopher Martinez, CEO of Agent155 Media Group. "Just the other day, Napster and Dwango announced they will begin selling ringtones. This is a tremendous validation of the market, from a leading player in the downloadable content business." He added, "With Agent155.com's proprietary member content available as a ringtone, our talent membership has the opportunity to create new, dynamic revenue streams, which will also benefit Agent155 through a revenue-sharing arrangement."

Plans for the service will be discussed as details become available. Partnership discussions with myphonefiles.com indicate that members will be able to create and send Realtone Ringtones from ANY digital audio file; send picture messages from ANY digital picture file (from a website, application or file folder); broadcast text and/or picture messages to an audience, including complete buddy list functionality for group memberships; send video clips to video-enabled cell phones; and manage wireless content from their own Personal Lockers on the Agent155.com Wireless Portal.

6. Versaly Entertainment Teams With 5280 Mobile To Develop SoBe Phone Gear Ringtone Website

Versaly Entertainment, a leading mobile media company, announced an agreement with 5280 Mobile, one of the leading agencies for wireless brand extension, to produce the SoBe Phone Gear mobile storefront for South Beach Beverage Company (SoBe). Versaly will assist 5280 Mobile in producing, managing and distributing ringtones, wallpapers and other mobile content for fans of the popular beverage company.

"After careful consideration, we chose Versaly as our lead developer because of their mobile and brand management expertise," remarked Blake Fayling, President, 5280 Mobile. "We look forward to working with them on this and future endeavors."

SoBe Phone Gear is accessible through the www.sobebev.com site, June 6th, with initial offerings to include "LizTones" (ringtones) and "SoBe Scenes" (wallpaper). Additional content, including SoBe mobile video of the company's team of elite action sports athletes, Team Lizard will be available in coming weeks. "LizTones" will include special mixes from the various SoBe DJs, including DJ Rob Devz and Freddy, the company's offbeat "official spokesman." "SoBe Scenes" will focus on the incredible feats of the SoBe sponsored action sports athletes and celebrate the SoBe lifestyle, allowing fans to stay connected to the SoBe teams anywhere. Videos will include world record attempts, incredible stunts, and a mobile version of much of what is currently available on the www.sobebev.com website.

Users can select their mobile provider and phone model, which enables them to select from a variety of content available. SoBe Phone Gear mobile products will also be available from select carriers later this summer.

"Our Agreement with 5280 Mobile will allow us to work together to create and produce promotions that utilize the capabilities of the mobile phone, the SoBe brand and distinctive personality and action sport athletes," said Matthew Feldman, president and CEO of Versaly Entertainment.

7. Mercora Introduces Live Music Search - Search.Mercora.com

Fast-growing and already the largest global legal digital music network, Mercora announced the availability of Mercora Live Music Search. Consumers can now directly from the Web search, find and immediately listen, unrestricted, to music free of charge, streamed to them in high-fidelity audio. The company also announced its Live Music Search Syndication Program, which lets any Web site such as music or fan-related sites easily and quickly integrate the search tool on their site.

Similar to Google, MSN and Yahoo, which index static documents and images, Mercora has-for the first time ever cataloged and made available live music and other audio content so that consumers can search and listen directly over the Internet.

"Mercora has, in effect, created a real-time directory of live music and audio that is categorized along various attributes, such as genre, artist, period of recording, artist influences, and related artists," said Srivats Sampath, president and CEO of Mercora. "This new search tool and technology is an industry first a breakthrough that enables dynamic indexing of information that is updated every few seconds, not in days, weeks or months as with other search engines."

Mercora has rapidly emerged as the largest, legal, user contributed digital music network. DJs, artists and, in effect, every listener Webcasts their music, creating one of the most unique and diverse catalogs on the Internet. A total (and growing daily) repository of over 30 million tracks, and daily catalog of over 6 million from two hundred thousand artists are available each day. Live Music Search now makes those rich audio files accessible to everyone via the Web.

Adding Mercora Free Live Music Search to a Web site or Blog gives visitors a feature-rich music experience that increases Web site "stickiness" and "eye balls," attracting new, more frequent and longer visits. Sites can customize the search box to incorporate their own look and feel, color scheme and logo, and can even pre-fill the search box for a specific genre or artist.

"Mercola's Live Music Search is a unique asset in that our visitors have the ability to listen to featured artists as they're reading about them at Blistering.com," said early adopter Rob Cotter, CEO of Blistering Entertainment, a heavy metal music site. "The adoption of such innovative technology is invaluable to our readers as well as our cutting edge business model."

8. IAR: Showing Continued Support To Independent Artists

Email: info@iarnetworks.com

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

This week the popular indie music broadcaster, Indie Artist Radio, has released the first digital download store that actually pays the artist 100% of their download proceeds. Indie Artist Radio has evolved into more than a radio broadcaster with their continued growth and commitment to independent music worldwide.

Digital Downloads that benefit the artist 100% is just the latest addition to one of the fastest growing indie music broadcasters on the Internet. Digital Downloads followed the release of Indie Artist Radio's artist development and promotions campaign that walks artists through the music industry by assisting in radio promotions, band goals and a bands "Business Plan" to keep bands focused on their long-term success strategy.

"I think that our digital download with 100% payouts to the artist is a natural fit for Indie Artist Radio. We never thought that our growth would be so rapid and we always planned on Indie Artist Radio being a place where music fans can hear great independent music, not just another money pit for artists. Offering a website that receives over 12,000 visits each day for artists to sell their music at 100% profit is just part of who we are." ~ C. LaGrone, VP.

Indie Artist Radio can now be heard through several outlets including the Internet and cell phone broadcasts. Indie Artist Radio can also be found in Windows Media Player and AOL Music Directories making Indie Artist Radio one of the most visible indie music broadcasters. Their signature program, The Indie Limelight Radio Show, has also joined the ranks as a top syndicated independent music program with over 5-million listeners every week. The Indie Limelight Show can be heard on several FM stations within the US, UK, Canada and Australia and several Internet Radio stations based around the world.

Indie Artist Radio was developed as a small Internet radio broadcaster that now manages a digitally distributed syndication network for radio programming and music distribution to radio stations worldwide. (www.iarnetworks.com) IAR Networks is one of the largest digital distribution networks in operation with over 1000 radio network members, 50 programs and 300 artists worldwide that use the IAR Networks platform for distributing music and special programming to radio stations worldwide. IAR Networks has recently been selected as the exclusive syndication network for distribution in the United States for Ison Live Radio (ILR), a European and Australian radio network.

Collectively, Indie Artist Radio and IAR Networks offers internet radio, indie music downloads, program syndication, online DJ Pool, music promotions, artist development, music related web design and hosting, and band website promotions including Search Engine Optimizing (SEO). Artists, industry and music enthusiasts can learn more about Indie Artist Radio, IAR Networks, and The Indie Limelight Radio Show by contacting Chad LaGrone, VP. info@iarnetworks.com

9. EMusic Adds Scores Of New Indie Artists And Labels

eMusic, the world's No. 2 digital download service selling more than two million tracks monthly, announced the addition of scores of leading indie labels and artists to its highly regarded catalog. The addition of these category-leading independent artists and labels reinforces eMusic's position as the most diverse and critically acclaimed music service in the world.

From Six Degrees, one of the earliest labels to fuse world music and "chillout," to Vice Recordings, the label associated with the global empire of hedonism based in Brooklyn, to Bloodshot Records, featuring the best of "insurgent country," to classical legend Arabesque Records, these diverse label additions enhance the already expansive offerings of the largest catalog of indie music ever assembled.

eMusic now counts over 625,000 tracks and 65,000 titles from more than 35,000 artists.

"eMusic demonstrates that there are hoards of music fans starving for music beyond the commercial mainstream. People don't want to be spoon-fed the same old pop from big media companies all the time," said David Pakman, COO of eMusic and a managing director of Dimensional Associates, the private equity arm of JDS Capital that owns eMusic, The Orchard and Dimensional Music Publishing. "Since re-launching in the fall of 2004, we have added incredible music to our catalog—spanning all genres. We are truly excited to offer music aficionados a rich and growing trove of music that's unlike any other catalog on any other service. eMusic is an attempt to find and cater exclusively and extensively to music buyers who want non-major label music. And, we offer unprecedented ways for avid music fans to navigate this universe. Some of the foremost music critics in the world help 'curate' your experience; new search and browse functions are among the most powerful ever created; ease-of-frequent-use features allow the site to adapt over time to your preferences; and new community tools make the most of the eMusic community's deep knowledge and passion for music."

Among the label additions:

* Bloodshot Records—Associated with the cream of the crop of "insurgent country," Bloodshot is a legendary label featuring the likes of Ryan Adams, Neko Case, Old 97's, Graham Parker, Jon Langford, Bobby Bare Jr. and many more.

* Arabesque Records—An independent leader among classical labels, known for Garrick Ohlsson's "Complete Chopin Piano Works," featuring the Warsaw Philharmonic Orchestra and soprano Ewa Podles, it's also renowned for its traditional repertoire of piano and chamber music and contemporary and orchestral works. Arabesque's jazz division is home to Art Farmer and Charles MacPherson and includes titles by Dave Douglas, Hilton Ruiz, Jane Ira Bloom and Myra Melford.

* Ark 21 Records—Miles Copeland began this label years ago after leaving I.R.S. Its diverse and exciting roster includes Waylon Jennings, The Moody Blues, Leon Russell, Squeeze, Ocean Colour Scene and others.

* Bar None—Another legendary label featuring Alex Chilton, Esquivel, Luka Bloom, Julianna Hatfield and the quickly emerging Joy Zipper, Bar None is also the home of the very visible a capella rendition of The Who's "Sell Out" album by Petra Haden.

* Young God—Michael Gira began this label first for his own band, Angels of Light, and for reissues of his previous band, The Swans. Young God also features Devendra Banhart, who is receiving much deserved critical acclaim.

* Four terrific jazz labels have come on board at eMusic:

- MaxJazz—Featuring Jessica Williams, Mulgrew Miller, Denny Zeitlin, Rene Marie and more.

- Songlines—A highly acclaimed contemporary jazz label from Vancouver comes with titles by Robin Holcomb/Wayne Horwitz, Han Bennink, Brad Shepik, Ellery Eskelin and others.

- PI—Brings recent titles by Art Ensemble of Chicago, Henry Threadgill and more.

- Animul Records—Is NY composer Ned Rothenberg's label for his own collaborative works.

* Blood and Fire—An incredible roots reggae reissue labels whose packaging and design have been copied by reggae labels the world over. Showcases classic reggae from The Congos, Horace Andy, King Tubby and others as well as amazing compilations of hard-to-find reggae tracks.

* Six Degrees—One of the earliest labels to fuse world music and "chillout," Six Degrees features Bebel Gilberto, Michael Franti and Spearhead, Karsh Kale and more.

* Cantaloupe Records—One of the most exciting contemporary classical labels today, the label features the Bang on a Can Allstars, Steve Reich, So Percussion and more.

* Acoustic Disc—Established in the 70's, this label features owner David Grisman's catalog, his collaborations with Jerry Garcia, and a wealth of all things stringed from Tony Rice, Nick Vignola and many more.

* Vice Recordings—Spawned from the irreverent, hilarious and downright scary gonzo journalism of Vice Magazine. Artists include Bloc Party, The Stills and The Streets. Vice Recordings is part of the Vice global empire of hedonism based out of Brooklyn.

* On the Hip-Hop front we bring:

- Babygrande Records—Featuring Jean Grae, GZA/Genius, Jedi Mind Tricks.

- Anticon Records—With Sage Francis, Themselves, Buck 65 and more.

- Shamanwork—Brings MF Doom.

- Quannum—Brings Blackalicious members Latyf, Lyrics Born and others.

- K Records—Calvin Johnson's Olympia WA label features the first discs by Modest Mouse, Beat Happening, Mirah and others.
- * De Soto Records—Includes Dismemberment Plan, Jawbox and much more.
- * Fatboy Records—moe, moe and mo' moe.

10. INTENT MediaWorks Introduces Family Friendly Music Downloads With New P2P Software

INTENT MediaWorks announced that it has released the first Family Friendly peer-to-peer, (P2P), software that only includes authorized copy-written music and videos. The software, called MyPeer, is P2P file trading software that operates on the public P2P Networks such as GNUTELLA and allows only Family Friendly and legally authorized content to be traded between P2P users.

"Everyone in the industry has been waiting for an Internet solution that is Family Friendly for downloading music and movies," said Les Ottolenghi, President of INTENT MediaWorks. "Up until now most commercial download sites and software have included mature and explicit material. This has meant the family has been overlooked," added Ottolenghi. "While parents know their kids will go to the Internet for downloading, parents want it to be safe and include media that promotes positive values, INTENT has come up with such a solution," said Ottolenghi.

MyPeer is available for download immediately. The software can scan thousands of computers per minute for legal and authorized shared files, filtering out the illegal uploading and downloading of MP3 music files, DVD video files, digital pictures and electronic books.

"This is an amazing achievement. A Family Values P2P client is something everyone in the media industry claims they want. Our company has tested the software and works by including only the files that parents and authorized users submit, have reviewed and which are given a General Audiences rating," said Narsi Narasimhan, Ph.D. Chief Executive Officer of Paalam Technologies: www.paalam.com. "INTENT has been providing the distribution of legal files from artists and content copyright holders for one year and has had great results, but, now with the iPeer and MyPeer P2P applications, INTENT has taken the lead in providing solutions to the marketplace that avoid intellectual property infringement and support positive values."

"MyPeer goes beyond just music and video Internet downloads, it provides a much needed Family Friendly option for parents and their kids," said Al Smith President of BlackSmith Productions a New York based media producer and partner of INTENT MediaWorks.

"MyPeer allows BlackSmith to rollout positive, no-debasing music to families, cause based organizations (CBOs), and faith based organizations (FBOs)," said Smith. "We work with several cause based and religious organizations. In the next ninety days, BlackSmith plans to distribute MyPeer to over 50,000 members of CBOs and an equal number to FBOs in order to do filetrading via the Internet.

We think this is the way to provide quality and safety to a market looking for something better, something more than what the mainstream media sells," added Smith.

Martin Gray, President of Gray & Associates, a technology and media consulting firm has analyzed the market for MyPeer. "MyPeer filters shared files and enables Family Friendly content to be traded via the P2P networks. Our tests of MyPeer show that it works fast and easily. Families should be reassured that this is the way to go if they want to protect their children or teenagers downloading music or videos from the Internet," said Gray.

"When you examine the market for music and video, the major entertainment organizations have missed a huge opportunity. Typically there is a race to the moral bottom with mainstream content. A technology like MyPeer serves the overlooked Family and Values market," added Martin.

11. 2005 Worship Hymn Song Search Launches Worldwide Campaign

Devotion Music has announced the launch of the 2005 Worship Hymn Song Search. A team of industry professionals led by songwriter/producer and former Whiteheart member Billy Smiley is searching for new versions of old hymns to be recorded for the nationally released album *Worship Hymn - Around the World*.

In addition to the CD release, the songs selected for the recording will be published by Mission Group Music, and four charts will be created for the song, as well as mp3 tracks for placement in the CCLI catalog. The top song of the twelve final entries will be put on a Song DISCOVERY CD, in partnership with *Worship Leader Magazine*.

There are two categories of competition: Rewritten hymns and rearranged hymns. The hymn text or melody must be in a current hymnal, and all entries must be in the public domain. Entries will be evaluated by a panel of industry professionals including record producers, worship leaders, A&R directors and professional musicians, and judged on the basis of overall quality. From this evaluation, the top twelve songs (6 rewritten hymns and 6 rearranged hymns) will be chosen for the *Worship Hymn - Around the World* CD.

Worship Hymn - Around the World is part of the new *Worship Hymn Series* which debuted this month with *Kristina's Hymns: The Old Made New* and *Worship Hymns, Volume 1*. For the past three years, Smiley has been developing, rewriting, and rearranging hymns in a worshipful new setting for a new generation, with a group of "hymnboys" comprising of 15 worship leaders and songwriters from around the country. The result is 150 new versions of the hymns coming to the church on various *Worship Hymn* albums over the next 12-18 months.

Devotion Music is a division of the Scottsdale, Arizona based *Cul De Sac Records*,

and is distributed to Christian Bookstores through New Day Christian Distribution, Central South, Spring Arbor/Ingram, MPI International, and CMC Canada.

12. Virtual Music Announces The Arrival Of The MDP™ (Musician Digital Portfolio)

Virtual Music, a leading provider of digital services for professional musicians, has announced a new service called MDP(MusicianDigitalPortfolio).

"We are very pleased to announce the MDP. After over 15 months of R&D, and negotiations with several "Sponsors", we have put together the most powerful tool for the musician, seeking to launch or promote their career".

The MDP (Musician Digital Portfolio) consists of an interactive DVD with dynamic elements of high resolution photography, audio and video; where musicians will be able to showcase their work, their talent and their image; as well as to provide the necessary information for their promotion, booking or contact.

The menus, and all text information, are in English and Spanish. All the elements are created with dynamic buttons and sound. There are 12 themes to choose from, to personalize the MDP ("my MDP"); and if the artist wishes, Virtual Music also offers a professional duplication service, with suitable packaging to be sent by mail or courier; as well as additional related services.

The process is very simple and it does not matter where the musician lives, since he or she will perform the entire process, via the Internet from a computer. From the Web site: www.virtuals.us, the musician will choose a theme that best suits their musical image and style; the television format for their market NTSC or PAL, and then order my MDP with a credit, debit or ATM card (Visa or Mastercard).

The service is available immediately for the following markets:

- USA • Canada • EU • Latin America • Australia • New Zealand

To support sustained expansion in new markets, Virtual Music is implementing an aggressive marketing campaign to expand the service into the Pacific Rim, beginning with the Philippines, Japan, South Korea by the 4th quarter of 2005.

One of Virtual Music goals is advertising exchange, with high value specialized magazines in all markets, through our sponsorship programs. At the present time, our web site offers attractive home page banner space on the Spanish or English sites, particularly to industry magazines, musical instrument manufactures or distributors and other music related services, interested in expanding their market position in the USA and entering new markets around the world.

The uniqueness of the MDP goes far beyond the ability to portrait the artist's talents in a professional way. It takes no more than 10 to 15 minutes for a record label scout, an agent or a promoter, to judge the musician's potential; and usually that's what makes the difference to get an audition. The MDP, not only will become a must for an artist, but in a short period of time, it will become the standard of the music industry.

A high quality DVD production requires weeks of work and thousands of Dollars; instead the MDP can be produced in few hours, and can be delivered anywhere in the world for less than \$200.00 Dollars, whether you are a solo artist, a band or an orchestra, the price remains the same; and all of this, thanks to Virtual Music's unique partnership with key sponsors.

Contact

Email: music@virtuals.us

Url: <http://www.virtuals.us/>

To obtain additional information about our MDP service, please contact:
info@virtuals.us

To request information on advertising space and our advertising press kit,
please contact:
advertising@virtuals.us

For inquiries on sponsorship programs, please contact:
Josep M. Segura
jmsegura@virtuals.us

MDP™ (Musician Digital Portfolio), myMDP™ and miMDP™, are trade marks
property of Virtual Music - a division of Virtual Solutions.

13. Singer Magazine Becomes Singer & Musician

Email: singermagazine@aol.com

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

Harrisonburg, Va. -- Since it's inception five year ago, singers and musicians have looked to Singer Magazine for tips that have helped them become better singers and players and more successful songwriters and performers. From product features and reviews of new indie artist CDs to new products, stage presentation and business skills Singer Magazine has become a respected resource for over 50,000 independent artists with a passion for turning their talents into a respectable source of income. (Is this number limiting?)

"The legends who have graced our covers—Ray Charles, Jimmy Buffett, Heart, Al Green, Van Morrison and all the others are musicians as well as singers," said publisher Robert Lindquist. "In Singer, the emphasis has always been on following the passion to have a career in music—to that end, knowing how to play an instrument is just as important as improving vocal quality, health, and endurance. We were finding, however, that those jazz, folk, country and pop are (need word Americana here and probably jazz shouldn't be first on the list), who are vocalists but don't consider themselves singers were missing some very good content. We believe that with the broader title, the publication will be better perceived for what it is—an artist based publication, that emphasizes all aspects of building a musical career."

"None of what has made Singer Magazine so popular with the independent musician and fans of independent music is going to change," adds managing editor Greg Tutwiler. "We're just better defining and expanding what we already know has become a valuable resource to so many."

To further promote and expose the music of independent and small label artists Singer & Musician will spotlight new releases through a mix of traditional and electronic channels including. SingerRadio.com which gives readers a place to hear the artists they read about in the magazine.

For more information, contact Greg Tutwiler – greg@SingerMagazine.com
For advertising rates and specs, contact Iris Fox—iris@SingerMagazine.com

14. Next-Generation P2P Music Network Launched: Bitmunk

Digital Bazaar, a groundbreaking digital file distribution company, announced that they have launched their Bitmunk music network to the world. Their innovative file distribution technology ensures that artists can distribute their work via a peer-to-peer based network while ensuring the proper royalties are paid to them.

"Bitmunk is best of breed technology and is the most fair system to the labels, artists, distributors and fans," said Manu Sporny, CEO of Digital Bazaar. The network allows artists and labels complete control over their content on the network. Copyright owners are allowed to manage royalties, descriptions, licensing options, allowable distribution countries, and many other facets of their creation.

"One of the many great features of Bitmunk is that once you buy a song from the network, you may then re-sell that song to anybody else on the network for a small profit," added Michael Johnson, COO of Digital Bazaar, "You can then use the money you earn selling songs to purchase new songs that interest you. We have created a very symbiotic relationship between the labels, artists, distributors and fans - one where everyone has an incentive to participate."

Digital Bazaar expects single song prices to hover between 50 to 95 cents for single songs and \$6 to \$9 for complete albums. All digital music on the network is in high-quality MP3 format and is thus compatible with all major MP3 music players, including the Apple iPod, Creative Zen Touch, iRiver, and Rio portables.

There is no registration or listing fee for content creators. "It is a free service for labels and artists. If you want to sell your music on your terms, this service is for you." added Sporny. Artists can capture as much as 84% of the sale price of each song, "We're incredibly pro-artist while staying very pro-fan as well" said Johnson.

15. Subcommittee Statement On Digital Music Licensing

On March 13, 2005 this Subcommittee began updating compulsory music licenses, focusing on Section 115 mechanical licenses.

Over the past few years, the growth in the online music business has been phenomenal, demonstrating the strong demand by consumers for legal music. Last year, the iPod had record sales. Music subscription services are increasingly popular. Digital music not only has a future in the music business; it is the future.

Many businesses and the Register of Copyrights have stated that existing law does not accommodate these new business models. Outdated laws written for the piano roll era have hindered, and will continue to hinder, the growth rate for digital music services.

Last March, this Subcommittee held an initial oversight hearing on Section 115 in which three of the groups testifying today were represented. Since that hearing, hundreds of millions of digital music downloads have occurred.

However, the overwhelming success of one company does not necessarily mean that there are no problems with the law. The solitary success of one company is an indication to some that the digital music market is tilted towards one entity, raising further questions.

The Copyright Office hosted several meetings last fall to identify the problems with existing law and what agreements, if any, could be reached to address these problems. A copy of the Register's response dated September 17, 2004, is available on the testimony table. It appears that there was agreement on what the issues are, but little to no agreement on what the solutions are.

It is my intent to look into Section 115 and other statutes to determine what music licenses statutes need to be modernized. I have several goals in mind:

First, artists deserve to receive fair compensation.

Second, consumers need to know what they are paying for and what restrictions, if any, exist on their use of digital music.

Third, businesses need certainty regarding their rights and responsibilities under the law so they can continue to innovate and create new products and business models.

Finally, where contractual or royalty disputes arise, there should be a process to settle them quickly and equitably.

Some of the policy issues that have been raised so far involve:

- * Royalties related to multi-session discs, 30 second samples, and server copies
- * The design and operation of a blanket mechanical license
- * What new or existing organization should operate such a blanket

mechanical licensing system

* The end of controlled composition clauses

This is not an exclusive list, by any means. And this Subcommittee will undertake a review of all the issues that require legislative attention.

I expect in the months ahead that this Subcommittee will hold additional hearings on related issues such as digital music interoperability and oversight hearings of the existing public rights organizations to determine how they have functioned. While many have viewed SoundExchange and its royalty collection operations as a success, local television stations continue to battle SESAC over royalties for the music contained in re-runs.

I encourage all parties interested in music licensing to promptly put on the record their interests and concerns. Mechanical licensing reform is necessary and I look forward beginning the process this afternoon.

Also, I'd like to invite interested parties to comment in writing on a list of issues that I will send them shortly.

16. RATE-MP3.com Set To Launch & Offers Opportunities For Musicians With Unique Concept !!!

Email: info@rate-mp3.com

Uri: <http://www.rate-mp3.com/>

RATE-MP3.com, a music review and promotion music website is set to launch a site where music artists in any style can submit their songs for review on the website. When a song is submitted, the artist gets a 30 second clip posted on the site along with a brief bio and the review song as well.

Sounds pretty standard, but RATE-MP3.com also takes it one step further in that every 180 days they select the songs they liked best and put them on a compilation CD demo which is then sent out to over 40 carefully selected A&R reps at Indy & major labels, several label heads, film & TV music supervisors and reviewer for music websites and music magazines.

The artist is allowed to submit as many songs as he /she would like for a small fee, which is usually \$5.00 per song, though for a limited time, song entries are only .99 cents a song!!! After the 180 days and the artists for the compilation CD have been selected, the process starts all over again!! Every 180 days...The reviews are professional reviews that aren't sugar coated and are honest and it seems the reviewers really try to help the artist in their comments.

RATE-mp3.com also promises well-known artists, musicians, producers, a&r reps and other well known personalities to come to the site and review some of the mp3's. While still in its infancy, RATE-mp3.com staff has big plans to get the songs heard by some really big names in the industry to attract more entries. Also the release date of the compilation CD's will increase as more tracks get submitted. They are partnering with several unnamed sponsors that will offer bonuses for the song submitters but also for the artists selected to appear on the compilation CD. The concept is simple, honest reviews and

to give multiple chances to artists to appear on the compilation CD demos and get valuable exposure and getting the compilation CD's to the right people. Their website is <http://www.rate-mp3.com>

17. Glimpse Into The Future Of Online Music Through This Radical, New Site

Uri: <http://www.cdsfromtheartist.com/>

Impressive showing of perfect timing by CDs-FROM-THE-ARTIST dot com with a tastefully designed site that truly takes advantage of the new era of online Indie artists/bands and online music lovers ready to leap into the inevitable next step of online direct interaction between artists and fans like never before.

CDs-FROM-THE-ARTIST dot com or CFTA elegantly introduces many new concepts like Customer Feedback and the Free CDs Program along with tools to support a unique community of discriminating music lovers and Indie artists that grows and works together to harness the potential power of independent artists and music fans who wish to interact directly without the middleman, commissions and complicated contracts in between.

CFTA is not a music or CD store. It's a community based site that enables Indie music lovers and their artists/bands to come together, provide and consume like never before.

Link:http://www.cdsfromtheartist.com/CFTA_promo_board.html

Release intended for all web based music entities and printed media with interest to provide information to their audience about this new site. Requests for more information may be made via replies to this e-mail, Attn: The CFTA P.R. team.

18. The Rockabilly Guitar Page – Gear Secrets Of Historic Recordings Revealed

Email: RockabillyGuitar@the-jime.dk

Uri: http://www.the-jime.dk/Rockabilly_Guitar.htm

Sound: <http://www.the-jime.dk/Anyhow.mp3>

It used to be a frustrating experience for any modern day guitarist to try to re-create the great sounds of those historic rockabilly recordings we all love so much with Elvis Presley, Johnny Cash, Chuck Berry and others.

Not only was the information about the recording sessions hard to find, but if you did get lucky you hardly had a chance to figure out how to re-create those sounds with affordable modern day equipment.

Vince Gordon, editor of The Rockabilly Guitar Page on the internet, took it upon himself to gather that information in one place, free for all to dig into. 'When I started out playing guitar (ed. 1979) I was desperate to find out what gear Elvis' guitarist was using and later, how Brian Setzer got his sound' Gordon said in a recent interview. 'From looking through tons of magazines, asking just about everyone and having the luck to meet people like Scotty Moore (Elvis' guitarist through 14 years) and Carl Perkins I finally found out many years later'.

His long career as a guitarist and recording engineer also made it possible for him to pick best-buys on guitars today for people on a budget and for those with money to spend.

Vince Gordon has now put all that information on The Rockabilly Guitar Page. It's all there, right down to what gear was used on the most famous songs, like 'Be-Bop-A-Lula', 'Mystery Train', 'I Walk The Line', 'That's All Right Mama' and 'Maybellene'.

The Rockabilly Guitar Page is a free internet resource offering insight into what gear was used on legendary rockabilly recordings and professional advice on rockabilly gear including vintage and new guitars and amps. The editor, Vince Gordon, is a professional guitarist/singer/recording engineer. He's mainly working with his rockabilly trio The Jime whose latest CD "It's Still Rock'n'Roll To Me" was the best selling rockabilly CD for six months in a row on Nervous Records UK's international sales charts.

19. RazorPop Announces P2P Subscription Music Offering

RazorPop, a peer-to-peer (P2P) file sharing developer and distributor, announced plans to create the RazorPop P2P Music Subscription service. The unlimited music subscription offering is similar to those from Yahoo and Napster. RazorPop is the developer of the multi-network TrustyFiles P2P file sharing software.

RazorPop offers music rights holders, including labels, composers, and publishers, a percentage of the subscription revenue, similar to licensing deals that have been entered into with iTunes and other centralized online music services. An independent clearinghouse will hold and disburse licensing fees. An industry research firm will sample network downloads and allocate payments among rights holders.

"Five years ago there were no online subscriptions and P2P was the primary conduit for unauthorized music downloads. Today the world is vastly different," said Marc Freedman, RazorPop CEO. "Digital music subscriptions are now available over a wide range of channels. The number one way consumers obtain unlicensed files today is through e-mail and instant messaging. Number three is copying files from another person's iPod or portable MP3 player. Yahoo typifies the new world. It just announced its music subscription plan, while at the same time offering Yahoo! Mail and Yahoo! Messenger, along with its new Yahoo! Music Unlimited with portable player file transfer."

"The RazorPop P2P Music Subscription benefits both the music industry and consumers. For the industry, P2P is the one channel the major labels haven't licensed yet or monetized. That's ironic because P2P offers a ready-made customer base of 20 to 30 million US users. At \$100 per year per subscriber, P2P represents a virtually instant multi-billion dollar market that can reverse the music industry's sales decline."

"On the consumer side, people will finally have the freedom to choose the music subscription channel and provider that's right for their lifestyle and consumption. The RazorPop music subscription service will be highly competitive with those from Yahoo, Napster, and others. We will deliver over thirty times more music tracks for less than ten dollars per month."

"Equally important, the RazorPop service immunizes our subscribers from music industry lawsuits. It's time to trust consumers. P2P users deserve protection for committing to support content creators. The record labels can bypass lawful P2P network users and focus on true copyright violators."

The music subscription service includes copyright infringement insurance. The RIAA (Recording Industry Association of America) may continue to target non-subscribing P2P users with lawsuits, and inadvertently sue RazorPop's paying customers. The insurance will be capped at \$5,000 per subscriber, which is above typical RIAA settlement amounts to date.

The introductory retail price is planned to be \$9.95 per month or \$99.95 per year paid in advance and will include RazorPop's award-winning TrustyFiles software. Subscribers will have access to virtually all music tracks on the P2P networks. Consensus industry estimates put the number of P2P music tracks at 32 million today. P2P music growth is expected to continue at double digit annual rates as increasing numbers of both established and emerging artists promote their works to the most eager segment of the music listening public, the P2P file sharing audience.

The music subscription launch is predicated upon execution of licensing agreements with music industry rights holders. RazorPop is providing a simple form agreement that can be executed electronically to expedite clearances and to avoid the need for regulatory intervention that would not be in the best interests of content owners or distributors. RazorPop will not comment on the status of in-progress confidential negotiations, but music industry receptivity has been encouraging.

RazorPop's TrustyFiles 2.4 is the industry's leading multiple P2P network software. TrustyFiles features simultaneous download of the same file over Kazaa, Gnutella, and Gnutella 2 P2P networks, and the Internet. TrustyFiles searches and downloads hundreds of millions of files over the Kazaa/Fast Track, Gnutella, Gnutella 2, and Bit Torrent P2P file sharing networks. TrustyFiles is FREE with NO spyware and NO additional bundled software and can be downloaded at <http://www.TrustyFiles.com>.

20.MP3.com Cofounder Creates Auction House For Song Copyrights

Email: chad@auctionsongs.com

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

RED DEER, Canada, February 21th 2005; Rod Underhill, former founding music director of MP3.com and current professor of music law at Thomas Jefferson School of Law, San Diego, California, has announced that he has

created the world's first auction house dedicated to the sale of music related copyrights. "I accepted the challenge of a Canadian music company to create an online resource, AuctionSongs.com, where independent musicians can sell their songs to the highest bidder. This opens a new method of income for talented musicians who can offer both the sound recording or composition copyrights of their songs. Auctionsongs.com will work in conjunction with our companion site, Auctionmovies.com, where filmmakers can sell their unsold movies to the highest bidders, and songwriter and musicians can network with independent filmmakers." Auctionsongs.com is under the leadership CEO Chad Gillies, a longstanding Internet music professional who has previously worked to further the careers of Canadian musicians.

For Further Information please contact:
chad@auctionsongs.com
www.auctionsongs.com

21. U.S. Congress Voices Unanimous Support For Boosting Music Education In Schools

The U.S. House of Representatives, acting on the recommendation of the House Committee on Education & the Workforce, expressed unanimous support for the value of school-based music education when it passed a Concurrent Resolution that says music instruction "is an important component of a well-rounded academic curriculum and should be available to every student in every school."

Congressional Resolution 45, which passed on a voice vote, also recognized NAMM, the International Music Products Association, for its leadership in emphasizing the importance of school music programs in the academic and social development of children.

The resolution adds Congressional weight to struggles in communities across the country to maintain funding for music and arts education. It comes at a time when those programs are targeted for cuts, despite the overwhelming evidence of music's benefit to learning.

Central to the debate Tuesday was the inclusion in the federal No Child Left Behind Act that music and arts education is part of the academic core curriculum. This Congressional endorsement re-states the value of music education as a vital element in a quality education for all children.

The text of the resolution, introduced by U.S. Reps. Jim Cooper of Tennessee's 5th District and Randy "Duke" Cunningham of California's 50th District and was backed by 21 co-sponsors, reads simply and eloquently: "It is the sense of Congress that music education grounded in rigorous instruction is an important component of a well-rounded academic curriculum and should be available to every student in every school." The resolution goes on to state, "the Congress recognizes NAMM, the International Music Products Association, for its efforts to emphasize the importance of school music programs in the academic and social

development of children."

"We thank Representatives Cooper and Cunningham and all of their colleagues for continuing their support of efforts to maintain music education funding in our schools," said Joe Lamond, president and CEO, NAMM, the International Music Products Association. "We at NAMM, and our business networks, will do our part to translate this sense of the Congress expressed today into local action. For so many kids, music is a pathway to success in school – we will continue to work hard to improve access and opportunity for all children in the country."

U.S. Rep. John R. "Randy" Kuhl, Jr., from New York's 29th District, was one of the resolution's co-sponsors. He noted in his remarks on the House floor that "research has shown that students' involvement in their school music program is crucial to a complete education. Musical study develops critical thinking and self-discipline skills, and improves a child's early cognitive development, basic math and reading abilities, self-esteem, S.A.T. scores, the ability to work in teams, spatial reasoning skills and school attendance."

U.S. Rep. Cooper, who introduced a similar bill in the previous Congress that passed the full House on a vote of 402-0, noted in his remarks to the House that music education "helps your high-achieving kids and it helps your low-achieving kids. So this is a truly valuable part of our school curriculum. It should be offered in all of our schools so that all of our children have the chance to learn the joys of music."

"Although the Department of Education sees music education as a prerequisite to college, and countless studies have shown the vast impact of music education, it is still missing from too many schools, particularly public schools in inner city neighborhoods," said another co-sponsor, U.S. Rep Danny K. Davis, of Illinois' 7th District. "Local budget cuts are depriving approximately 30 million students of an education that includes music. It is not only at the local level that is forcing schools to abandon music education, but the lack of federal funding as well."

Research has consistently shown the wide-ranging value of music education to the full academic and social performance of young people. Specifically, studies show, that early music training has a profound influence on children's ability to think critically and to reason. From reading scores to math performance to the ability and willingness to fend off use of illegal substances, music education, as well as participation in music-making programs, have proven to be central to a successful academic experience

22. Bloggers Launch Music Network

Url: http://www.blogads.com/advertise/music_blog_network/order

Blogs aren't just for scaring politicians anymore. Weblogs - made famous last year when political bloggers toppled newscaster Dan Rather and spotlighted a "transmitter" on President Bush's back - are fast becoming tastemakers in music and entertainment. Savvy entertainment companies have moved to position

their music, books and films as part of the ongoing conversation taking place in the ad hoc community of blogs know as the "blogosphere."

To date, Eminem, Weezer, The Bravery, Touchstone Films, Random House Publishing, Sony Pictures, Lions' Gate Films and TBS are just some of the names in entertainment who've taken advantage of the uniquely influential and networked audiences served by blogs. Now, a group of leading music bloggers has formed the "Music Blog Network" to help entertainment marketers quickly target the blogs' influential music fans.

Tapping into popular music blogs like "[Stereogum](#)" and "[Large Hearted Boy](#)," ads will be seen by hundreds of thousands of music fans at a fraction of the cost charged by traditional corporate publishers.

The network currently has 9 members, all at the hub of the music blogosphere. "That should rise to roughly 20 within a month," says network organizer Jeff Davidson, who blogs at www.earvolution.com. "We want to work out the kinks with these nine blogs, some of whom have been selling blogads for more than a year now."

BlogAds.com founder Henry Copeland says the network "lets advertisers tap directly into the p2p mosh-pit. Information that used to take a days or weeks to climb one side of a corporate publishing ladder (from source to journalist to editor) and then trickle down the other (from layout to production to printing press to teamsters to newstand to coffee table) now passes directly from person to person in real time. The music blog network puts advertisers right at the junction where up-to-the-minute information is traded and opinions formed."

Successful blogads are far more interwoven into the community than traditional top-down advertising. For example, check out the links to blogger comments in [this ad](#) for a new poetry book by Camille Paglia.

The [Music Blog Network](#) is a uniquely affordable tool for entertainment companies looking to tap into the elite of the music grassroots. Bloggers are not part of publishing organizations and their overheads are effectively zero, so blogad prices are affordable even for indie artists.

23.INTERNET SURROUND MUSIC PROJECT TO PROMOTE THE CREATION AND DISTRIBUTION OF MULTICHANNEL MUSIC ONLINE

America Online, Cakewalk, Coding Technologies, Richard Devine, Jazz Mutant, Nasser Music Business Solutions, Minnetonka, Native Instruments, Steinberg, Amon Tobin, and Tuner2.com Join in an Effort to Publish More Surround Music Online using MPEG aacPlus Format

Los Angeles, CA – May 25, 2005 – Coding Technologies, the leader in audio compression for Internet, mobile, and broadcast, today announced the formation of the Internet Surround Music Project with these additional charter members:

- America Online's Winamp® media player
- Cakewalk
- Recording artist Richard Devine
- Jazz Mutant
- Minnetonka Software
- Nasseri Music Business Solutions
- Native Instruments
- Steinberg
- Recording artist Amon Tobin
- Tuner2.com

The Internet Surround Music Project has already started an Internet forum at www.tuner2.com for artists to publish 5.1 surround music and will run contests to encourage aspiring artists.

Recognizing the dynamic that radio has traditionally driven demand for new music formats by providing broad exposure, the Internet Surround Music project has a two fold purpose. The first is to provide a way for artists to get their multichannel music heard by publishing it on the Internet. The second is to encourage more artists to produce content in surround sound by running contests where artist submissions are judged and awarded prizes based on quality, originality, and popularity.

With the specific goal of making artists aware of the opportunity in surround music, the group will outreach to musicians and encourage them to submit their multichannel music to contests hosted at Tuner2.com. Artists who register will receive free MPEG aacPlus encoder software from Coding Technologies to encode their content for electronic submission to Tuner2.com. The Internet Surround Music Project will host that content and run the contests on Tuner2.com, delivering the content both on-demand and in aggregated "radio" streams.

"Our goal in creating the Internet Surround Music Project is to increase awareness of the benefits of surround music for both artists and consumers," said David Frerichs, Vice President and US General Manager for Coding Technologies. "By increasing the amount of surround content being created by artists and distributing that content on the Internet using MPEG aacPlus, the demand for surround music will increase, even beyond the PC."

"Our Winamp audience is on the leading edge of adoption, for both technology and music," said Scott Brown, Director of Media Systems Development for America Online. "With aacPlus and the Internet Surround Music Project, we can now bring that same audience the latest in 5.1 surround music while increasing the reach of artists."

"I hope that this project will open new doors for musicians and artists who are interested in creating music for surround environments. I think the surround sound format is an exciting new way to hear music now. You have so many options, and now have the ability and technology to add multi-dimensional qualities to sound, that make the musical listening experience even more interesting," said recording artist Richard Devine. "This will particularly be

interesting for music in the electronic/glitch/techno genre where all the layers and sounds can be manipulated at pin point accuracy. The possibilities seem endless, so I feel it is important to get involved with as many projects that push for support of surround sound music.”

“With the release of SONAR 4 Producer Edition, musicians, engineers, and producers have been empowered with a new level of creative surround editing and mixing tools,” commented Carl Jacobson, Marketing Director for Cakewalk. “With MPEG aacPlus encoders from Coding Technologies and the launch of the Internet Surround Music Project, these artists are now being given tools they need and the venue they have been looking for to air their surround projects online.”

Artists are encouraged to visit www.tuner2.com for more information on the Internet Surround Music Project and to register for the latest contest and to have their music published.

About MPEG aacPlus

Already standardized by MPEG, DVD Forum, and 3GPP, aacPlus is AAC coupled with Coding Technologies' SBR (Spectral Band Replication) and Parametric Stereo technologies. SBR is a unique bandwidth extension technique, which enables audio codecs to deliver the same quality at half the bit rate. Parametric Stereo enhances the codec efficiency a second time for low-bit-rate stereo signals. Both SBR and Parametric Stereo are backward and forward compatible methods to enhance the efficiency of any audio codec. As a result, aacPlus delivers streaming and downloadable 5.1 multichannel audio at 128 Kbps, near transparent stereo at 32 Kbps, excellent quality stereo at 24 Kbps, and great quality for mixed content down to 16 Kbps and below. This level of efficiency fundamentally enables new applications in the markets of mobile and digital broadcast.

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24. Onlinegigs & ICON Magazine Announce Partnership

Email: eharvey@icon-magazine.com

Uri: <http://www.icon-magazine.com>

Houston, TX 05/10/05 - Onlinegigs and ICON Magazine are proud to announce a brand new partnership. The two companies will join forces to organize the necessary tools and resources for running an independent music career. The power of the internet and modern database systems now provides equal access to all that seek it out. Both companies have a huge wealth of data and resources that will compliment each other.

Onlinegigs virtually automates the administration of booking and promoting a band or multiple bands. It provides an easy to use, step by step guide to finding booking and promotional opportunities, tracking correspondences, issuing contracts, creating itineraries and generating press releases to the local media in any market in the country. Much of this functionality happens with the click of a button or even automatically. In the past this kind of administration was only achievable with a large staff or an extremely organized team of agents, managers, interns and publicists.

ICON Magazine is an online publication as well as a community and search engine/directory that helps to network, educate, and inform talent and industry professionals in the film, television, and music industries.

ICON Magazine is dedicated to educating the music community in all facets of the industry by providing news, advice, classifieds, features, and interviews.

Members of ICON Magazine will get a discounted subscription to Onlinegigs and Onlinegigs members will have an opportunity to become a featured ICON artist. Onlinegigs and ICON Magazine have consistently empowered independent bands, agents and record companies with the most cutting edge technology and information on the market. But working together now truly levels the playing field.

<http://www.onlinegigs.com>

<http://www.icon-magazine.com>

The Source: [Music Industry News Network](#)