

## **Austin Music Download – mp3 music download site – is on cutting edge of digital online sales**

*By Austin Music Download*

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*Austin Music Download – mp3 music download site – is on cutting edge of digital online sales with its DRM-free format, artist-managed accounts and plans for offline sales of downloads*

It's been projected that by the end of 2007, nearly 50% of music for sale on the Internet will be free of DRM software (something that limits what you purchased to play only on certain players and computers.) Amazon launched its mp3 download site on September 25, 2007 featuring music free of DRM and Apple's iTunes followed shortly after that with some of its music. Right now, today 100% of the music for sale on Austin Music Download (<http://www.austinmusicdownload.com>) already is and has been DRM-free since it's launch on April 22, 2007.

"I have always believed that the ability to play music on any player or device actually means that music is music and not a commodity that can be sold and resold in different formats to actually and covertly sell equipment," says Austin Music Download's founder and President, Carolyn Holzman.

Even the major labels are recognizing that in order to continue the growth in digital sales, they are going to need to get comfortable with the changing demands by a younger demographic. DRM gets in the way of the concept "download anywhere, play anywhere."

Austin Music Download artists have direct and immediate control on their own material. They can upload after recording and make a track for sale literally once they convert it to mp3. If someone's name is mis-spelled, they can log in – correct it and it's done. While they have access to their content on iTunes, once an error is introduced into the system it could take 6 months to a year to correct it.

Its next phase of service scheduled to be functional by January 2008 will involve the ability to provide credit-card sized cards, printed in full color and with download codes to allow for artists and bands to sell specific downloads at their shows. No longer will it be necessary for the consumer to "remember" to find them on AustinMusicDownload, iTunes or Rhapsody, they can leave the show with the card in their pocket and the band has been paid. Plus when artists go overseas, they can carry many more cards than CDS without incurring customs or duties when arriving.

Accounts are free to the artist or record label to set up and free to maintain. When a track sells .60 goes to the artist and the remainder covers transaction costs, site maintenance, marketing and advertising.

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About Austin Music Download:

AustinMusicDownload.com is a privately held company not owing its exist to mega-record labels and boardroom deals. We're here for the independent music artist and label that seeks a level playing field to connect with their fans and soon-to-be fans.

Our core value is dignity and respect for the artist and their fans and for ourselves.

Category      Music, Internet, Technology  
Tags            drm-free online music, mp3, austin music download, austinmusicdownload, texas mp3 music online  
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