

WHAT'S YOUR LISTENING STYLE?



Cherry pick favourite songs with a-la-carte downloads: digital music gives consumers the option to buy only their favourite tracks from an album if they wish to do so. Some tracks are digital-only releases while others may have an exclusive period as a digital track before being released on disc.



'Try before you buy' and 'all you can eat' with subscription services: music fans have access to a catalogue of two million songs and latest releases for a monthly fee. Sampling is unrestricted, allowing consumers to preview entire tracks before buying.



'Playlist' and compile: digital services allow endless opportunities to enjoy making and recommending playlists to friends or putting together compilations.



Create the ultimate personalised radio on demand with shuffle play: many online music services allow consumers both to choose from a wide range of radio channels and to design their own personalised radio. Portable devices now let users play their entire record collections on shuffle play – the ultimate personalised listening experience.



Discover new releases with ringtones and master ringtones: these are premier releases for many artists' new material, generating demand by word of mouth. Madonna's single 'Hung Up' was available as a 30-second master ringtone four weeks ahead of its global radio and download release date.



Download music videos first: as premiers or exclusives, these are being channelled first via mobile and online services, often before the actual song release. James Blunt's music video for his single 'Goodbye My Lover' received its global premiere on mobile network '3'.



Get everything about a favourite artist with digital 'bundle' releases: tracks bundled together with videos, artwork and artist interviews are ideal for 3G mobile and online customers.



Enjoy music 'on the go' through streaming or download: to a portable music player from an online subscription or to a mobile phone from an operator.



Own the physical copy: on CD single, album, DVD video or DualDisc.



Listen to music on a broadcast: on radio or TV, through analog, digital or satellite.



representing the
recording industry
worldwide