



## **IDN MUSIC ANNOUNCES NEW STRATEGIC PARTNERSHIP WITH AIRPLAY DIRECT**

IDNMusic is pleased to announce our new "Strategic Partnership" with AirPlay Direct. "Partnerships such as this one are key to our goal of helping to provide saturated exposure for our artists & labels," commented IDNMusic's Stephen Foster. "As digital music and the global radio community grows, it will be essential to saturate these new markets in order to be noticed and build a fan base."

AirPlay Direct is a new, revolutionary, efficient and cost effective way to securely deliver your "broadcast-quality" music and artist press kits to music industry professionals around the world. AirPlay Direct's **FREE** services replace the unnecessary time and expense of putting together and sending out costly traditional artist packages and press kits via snail mail.

"IDNMusic has a great track record and has done a tremendous job of helping artists achieve success on many levels and across varied platforms. We look forward to working with IDNMusic to help their artists deliver their music globally in a faster, more secure, and extremely cost effective manner. As part of our on-going commitment to indie artists and labels, we will continue to create, develop and deploy exciting new 'smart tools' aimed at helping to educate and empower the professional independent music community. If you are willing to work hard and smart, these resources will truly help to level the playing field for you. We are often asked the question, how can you afford to deliver these great services at no charge?" The answer is simple, AirPlay Direct's revenue comes from advertising, sponsorships and repeat business.

**Robert Weingartz, CEO - AirPlay Direct**

Now when you register with AirPlay Direct your **FREE** services will include:

- An AirPlay Direct artist web site to promote your music to radio programmers around the world
- 3 - "broadcast quality" tracks uploaded and made available to radio stations globally for one year
- Real-time Download Tracking Reports that allow you to track which stations have received / downloaded your songs for airplay; and the date and time of download
- New Electronic Press Kit / EPK that contains, photo, bio, music, contact information, etc. Use your EPK to promote your music to industry professionals such as radio programmers, print media outlets, live venue / concert promoters, managers, agents, etc.

To find out more about AirPlay Direct or to register, please visit [www.AirPlayDirect.com](http://www.AirPlayDirect.com)