



IrishUnsigned Partners with AirPlay Direct

IrishUnsigned joins with AirPlay Direct to open the doors to International radio for Irish artists.

IrishUnsigned is delighted to announce a key strategic partnership with AirPlay Direct that will enable Irish artists to develop International radio exposure opportunities. This partnership will enable Irish artists to play on a more level playing field with their International peers, insofar as securing radio exposure is concerned. "Anything that allows the independent artist to take some measure of control for their career development is of interest to us" said IrishUnsigned co-founder Ron Healy. "While our market might be small, our talent is immense. Now, our artists have a better chance to prove it to International decision-makers."

The AirPlay Direct's free service amalgamates everything that a radio presenter or producer could need, into one place, and their service is targeted specifically at the people who count. Free EPK's (Electronic Press Kits) which include biographies and multiple "broadcast-quality" tracks are part of the package; but two key differences exist, and they make all the difference: direct targeted access to radio producers and presenters, plus downloads are tracked... so that you know which station downloaded your music and when. This will hopefully contribute to a rise in the number of Irish artists played on International radio without the need for huge financial outlay for physical promotional material - money saved that can be better used for career development.

IrishUnsigned.com currently has almost 500 Artists on the site, all of them Irish and all of them independent. Almost 900 songs are available and it is our fervent hope that the Artists, on hearing of this strategic partnership with AirPlay Direct will take full advantage of the opportunities it affords them. Behind the scenes, IrishUnsigned's role is one of education and advice for developing artists so the philosophy of AirPlay Direct is close to our own. "The key statement on the AirPlay Direct website, as far as we are concerned" said Ron Healy "is their aim to 'educate and empower the professional independent music community'. In a nutshell, that's the core reason for the existence of IrishUnsigned and everything else is secondary to that".

Artists of the stature of Republic of Loose, Shelley and Lotus Lullaby could easily translate to International radio and this partnership certainly gives them another option in that regard. IrishUnsigned is really excited about the prospects.

To learn more about IrishUnsigned please visit www.irishunsigned.com

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