

# AT&T Independent Mobile Music With eMusic

During the 1990s, independent music expanded because a growing number of musicians and fans began seeking alternatives to mainstream music. “Indie” labels cover every conceivable music genre, from alternative/punk, blues, classical, jazz, rock/pop, urban/hip-hop, world/reggae, country/folk, electronic, and inspirational to new age, soundtracks and more. The advent of digital music encourages the discovery of new music and creates new opportunities for independent bands to connect with fans.

As independent music continues to gain momentum, recent artists including The Shins, Arcade Fire, DJ Khaled, Jason Aldean, Snow Patrol and The Decemberists, can be found among mainstream artists in the Billboard Top 100.

Legendary artists, such as Ray Charles, Johnny Cash and Aretha Franklin, have recorded for independent labels. Best-selling labels include Naxos, Koch, Concord Music Group and Beggars Banquet.

Independent music market share has increased during seven of the last eight years and has risen from 16.05 percent in 1999 to 20.57 percent year to a date in 2007.

(Source: Billboard, June 30, 2007 issue)

Use of independent music continues to increase in films — Snow Patrol’s “Signal Fire” was the Spiderman 3 soundtrack’s lead single. In television, indie bands continue to gain recognition on popular show soundtracks, such as “The O.C.” and “Grey’s Anatomy,” and in commercials for McDonald’s, Dell and Nissan. The Internet offers consumers more ways to discover independent music through eMusic, MySpace, Internet radio favorites Pandora and Last FM and more.

## Wireless Music Trends

More than 10 million Americans will buy and download at least one music track from a U.S. wireless carrier in 2007.

Some 72 million tracks are estimated to be delivered to wireless phones during 2007, and by 2011, an estimated 535 million tracks will be purchased yearly.

Wireless music purchases are expected to generate approximately \$115 million in 2007.

(Source: IDC, U.S. Mobile Music 2007-2011 Forecast, Doc #207275, June 2007)