

[NEWS & REVIEWS](#)[VIDEOS](#)[FORUMS](#)[DOWNLOADS](#)[CHECK PRICES](#)[MUSIC CENTRE](#)[PODCASTS](#)[CHRISTMAS GIFT GUIDE](#)[Join CNET Australia](#)[Login](#)

take a squiz at what's hot!

[MP3 Players »](#)[Headphones](#)[MP3 Players](#)[Music Software](#)[Accessories](#)[Portable Video](#)[Latest mp3 player articles](#)[Popular](#)

DDA music format combines the physical and digital

By [Ella Morton](#) on 02 December 2008Tags: [dda](#) | [mp3](#) | [music](#) | [usb](#) | [usb stick](#) | [artist](#) | [format](#) | [content](#) | [physical](#) | [digital](#)[Increase font size](#)

One of the big complaints about the digital music revolution is the loss of tactile experiences like thumbing through a CD booklet and spinning a disc. A new mode of music delivery, known as DDA, plans to bring back the physical format with a digital twist — albums are sold on a USB stick containing MP3s plus bonus artist-related content.

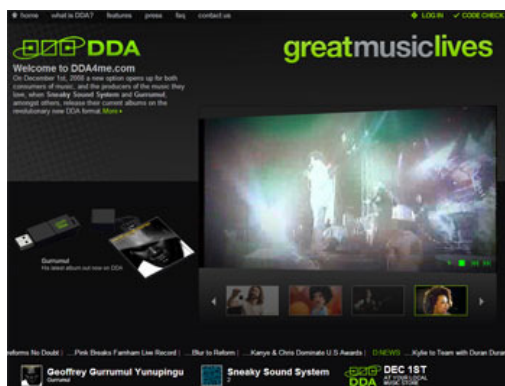
Australian company D:Net Media launched the format on December 1 with a focus on the extra content found on each DDA stick. Such features include promotional videos, song remixes, interviews, press releases, biographies, photos and lyrics. There are also online features such as artist forums, live news updates and a Facebook application. New artist content is automatically downloaded each time the USB stick is plugged in.

Five DDAs are now available in stores: Sneaky Sound System's *2*; Grafton Primary's *EON*; *Sift The Noise* by Skipping Girl Vinegar; the ARIA award-winning *Gurrumul* from Geoffrey Gurrumul Yunupingu, and an Australian compilation called *Home Grown Roots Volume 3*. All cost about the same price as their CD equivalents and are available at Leading Edge, HMV, Virgin and Sanity outlets.

The initial release is regarded as a test marketing period, with more DDA titles becoming available in the next few months.

As for whether we're in for another format war, the [DDA4me website](#) is bold: "we see the DDA as being a huge part of the next phase of music evolution," says the FAQ.

Does DDA sound good to you, or would you prefer plain digital downloads? Let us know in the comments below.



The DDA website

- [+ Oil: DDA music format combines the physical and digital](#)
- [+ SanDisk update adds OGG, FLAC to Clip and Fuze](#)
- [+ Essential iPhone and iPod gadgets for your car](#)
- [+ Oil: Apple discounts for one day only](#)
- [+ Dexim BluePack](#)
- [+ New iPod Touch faster than iPhone 3G](#)
- [+ Oil: Poll: Does product placement work?](#)
- [+ Cowon O2 \(32GB\)](#)
- [+ Best tiny MP3 players](#)

[More articles >](#)

FIND THE RIGHT MP3 PLAYER

- | | |
|------------------------|---|
| Brand | <input type="checkbox"/> Apple |
| File formats supported | <input type="checkbox"/> Creative |
| Claimed battery life | <input type="checkbox"/> Samsung |
| Storage capacity | <input type="checkbox"/> iRiver |
| Editors rating | <input type="checkbox"/> Sony |
| More options | <input type="text" value="-- choose --"/> |

Multiple options can be selected

[▼ sponsored content](#)

The Explain Series

[Whereis® Explains the importance of the map inside your GPS device](#)[Viewsonic Explains LCD TV and Projector Connectivity](#)

Broadband Speed Test

How fast is your Internet connection?

[Latest reviews](#)[Popular](#)[Editors' choice](#)

Dexim BluePack

If looks aren't important, this battery pack is just the ticket to expand the iPhone's ordinary battery life.



Cowon O2 (32GB)

The O2 is a solid player, offering impressive video and sound quality and support for a massive list of filetypes.



Sony NWZ-S738 Walkman

An excellent player equipped with noise-cancelling and a wealth of customisation options, the S738 is poised to take on the iPod Nano.



Creative Zen Mozaic



Like this article? Click below to send it to your mobile for free!

[PermaLink](#)[E-mail this](#)[Comments \(5\)](#)[Send to my mobile](#)[Share this...](#)[Join CNET Australia](#)Free newsletters, post to forums and win prizes. [Join now - it's free and easy!](#)[Related links](#)