

## USB albums could stick it to CDs with new DDA format launched today

By Matt SunMXDecember 01, 2008 02:50pm



Stick it ... albums on USB sticks (L) could replace the humble CD / Supplied, File

- Music albums released on USB sticks today
- New DDA digital could render CDs obsolete
- **Gift guide:** Sweet-smelling USB sticks and more »

CD collections may soon be a pile of USB sticks in a box if fans take up an Australian digital format launched today.

DDA albums were created to include online extras with a physical music product.

Each album is shipped on a rubber stylised DDA USB stick, identified with a swing tag.

As well as music, each DDA album provides access to online content such as photos, news, music videos, updates from the band and social networking.

It also lets fans access their content from the MyDDA service using any internet-connected computer or mobile phone.

Each USB stick contains a DDA music player and track list builder, which must be activated with a code the first time it is used.

The software displays album art and song lyrics as each song is played.

Tracks will be provided in MP3 or WAV formats to avoid compatibility issues.

The DDA software can transfer albums to iTunes or burn them to a CD without licensing problems.

## Related Coverage

- **Gift Guide:** What are the best gadgets to get for Christmas?

## Your Say

I actually think this is a good idea. Why pay \$20 on itunes when you can get a physical copy for the same price. Also a lot of stereos now have a usb input so you should be able to ...

(Read More)

### ***Michael S. of Perth***

HMV, Virgin and Sanity will stock the DDA sticks.

Artists and record companies can set the price of each individual DDA but they are likely to be the same as a CD album.

Sneaky Sound System is one of the first bands to release music on the new digital format .

## Comments on this story

### ***Michael S. of Perth*** Posted at 2:11pm today

I actually think this is a good idea. Why pay \$20 on itunes when you can get a physical copy for the same price. Also a lot of stereos now have a usb input so you should be able to plug this straight in and play. And when your finished listening to it you can resell it.

### ***R*** Posted at 1:38pm today

"There is no 24 bit distribution format " SACD and DVD-AUDIO provide higher quality than 16-bit.

### ***timmy*** Posted at 1:21pm today

it costs around 20 cents to make a cd, why would comapnies spend 2x or 4x that much in making something thats awkward? what a waste fo time, just download the music.

### ***etoxin of The Sydney Underground*** Posted at 1:14pm today

This is excellent. i can see artist selling these usb albums in all sorts of cool shapes. Instead of having an album cover, we can have an album object / shape. This would work really well because it would bring the collecting back into music. I could just imagine Metallica creating some type of evil creature as their album shape or Kylie making a novelty high heel. The collector could present proudly the artist they support on a shelf. Cost of the object could be kept low thanks to china and the the collector

will return to the music shops!!!

**colin of melbourne** Posted at 1:03pm today

why oh why is the music industry so stupid? if people wanted physical media they'll keep buying CDs, vinyl LPs etc... They are so attached to the physical media concept and business model that they can't see the future. I see cloud storage of music with playback devices that are always connected to the cloud as the next step. Not possible at the moment I know at least in Australia because of crappy internet services but one can dream!

[Read all 21 comments](#)