



Musos stick it to fans

Matt Sun

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.

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.



● USB ALBUMS

Musos stick it to fans

Matt Sun

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.

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.