



PRESS RELEASE - September 1st, 2009

COCKTAIL...? CMX...? DDA.

DDA launches multimedia blog functionality

DDA launches a White Label Version in September

DDA announces its move into non-recorded music content

DDA is the first Personal Digital Content Aggregator

DDA is 9 months and many options ahead of Apple's Cocktail and CMX

Australian company, D:Net Media, developers of the world's first Personal Digital Content Aggregator, announces the launch of its multimedia artist blog.

From this week, activated users of the (Melbourne band) Skipping Girl Vinegar DDA (D:Net Digital Album) can exclusively access the bands' multimedia blog. Using technology developed by D:Net Media and its technology partner, GUI Computing, members of the band will capture content – scans of lyrics, photos, videos, voice message, texts – in a variety of formats on their mobile phones and/or computers - and other recording devices - then using our application immediately upload it into their DDA blog. The blogs have been designed to have the look, feel and usefulness of an old fashioned paper scrap book. Artists can re-size and move about their content and have, for example, videos overlapping photos to give the scrapbook effect. They can upload content at any time – even take video whilst on stage, hit send and have their DDA users enjoying it before a song is finished.

Well ahead of the rumoured Cocktail from Apple or CMX from the major record companies, a test marketing phase of the DDA format commenced in late 2008 for the music business, working with local distributor MGM and a handful of established artists such as Geoffrey Gurrumul Yunupingu, Sneaky Sound System, The Fumes, Grafton Primary, Lior and Skipping Girl Vinegar. The results have been used to tweak the patented software plus introduce the multimedia blog and a White Label Version (WLV). The WLV will be used from September giving any artist the ability to create a DDA, upload their content and release such to the public without the need of extra resources (design skills, time and money).

From September, the next phase of commercialisation of the DDA format begins with up to 30 new titles being released by the end of the year, some with UK and USA based labels.

“Skipping Girl Vinegar has been privileged to be involved in the launch of the DDA. It has made a way to keep our album relevant in the ever-changing, digital world. Bringing together our album, animation film clips, online communities, news & future releases, the DDA has brought about an enhanced digital experience that has drawn our supporters deeper into the artwork and interaction with our debut release.” Cheers, Mark Lang.

DDAs can be distributed to consumers in physical form (specially produced USB sticks), as a direct digital bundle download or, by both methods. Like a CD package, each 'music' DDA has the album tracks, the lyrics, the liner notes/credits, the photos and the art. However, the DDA can have hundreds of tracks (over varied file formats), thousands of photos and even videos. Significantly, every DDA owner also gets their own space within the D:Net Media System – 'myDDA' - not just a back up of all of their content but a means to acquire new content (video, images, documents, tickets....) and for them to access and enjoy the content they own from any internet enabled device. Other online features include a non-stop music news service and exclusive artist forums. Importantly it's all about content which is owned by the consumer and stored both locally and remotely for them - it's not content they visit and stream when online at someone else's website, it is 'download and own' content. Each DDA also has features like an audio player, track list builder, media transfer unit (easy click to transfer playlists to iTunes > iPods and burn CDs) and a video player. It's up to each artist/label to determine what content they make available and in what format – it's worth noting that no one to date has used DRM on the content. D:Net Media has each MP3 and WAV file for each audio track specially mastered for inclusion, ensuring the highest possible quality files are used.

Each Activated DDA User can also use the myDDA application in Facebook – using their DDA login, they can then access and enjoy all of their content from within their Facebook pages.

For the music world, the DDA operates under the assumption that many people in this millennium want greater value for money than what a 'static content' format like the CD delivers – they want a rich, ongoing, digitally *connected experience*. Although all music DDAs released to date offer greater content than the CD and iTunes releases of the same titles – plus an ongoing *connected experience* – the producers have sold them at prices equivalent to the other formats thereby offering a welcome greater value for money proposition for consumers.

The DDA format was initially conceived with the music industry in mind, by a music industry executive. Excitingly the format is proving to be versatile enough to be applied to other areas of consumer culture and entertainment such as sports, cooking, fashion and travel.

"There's a buzz within the Sports Club business re DDA at present that we're pursuing."

Says Scott Murphy, CEO and Founder of D:Net Media

"The release of our first Sports Club DDA is imminent (for one of the football codes) and more are in the pipeline. DDA suits a community or club environment and will be a great revenue earner for many clubs which haven't been earning from their websites. It's merchandise for the digital age."

For further information visit www.dda4me.com or email our publicist, Dave Gagliardi, at dave@anewentity.com.

