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SPOTLIGHT



RACHAEL YAMAGATA
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CONNECTED

Written and compiled by Louis Miller • louism@cmj.com

CONNECTED Q&A: DISC MAKERS' TONY VAN VEEN



When *Disc Makers* and *CD Baby* announced that they were teaming up to give every independent artist and indie label access to post their music on all the leading digital music sites through their *Digital Audio Distribution* service, it helped level the playing field for millions of hard-working acts around the world. This week, *CMJ* speaks with *Disc Maker's* Tony Van Veen, who dissects the companies' new service.

How dedicated is Disc Makers to independent artists?

Our whole company has been built on working for independent artists and providing to indies services previously only available to large record labels. We package, we print and we

design. Our primary business is delivering to clients CDs that have major label quality or better, and are Retail-ready and can go to stores, go to clubs and go to radio stations. We've been building this company since 1946. All the music work that we do is for independents. We don't do any major label work.

Why did Disc Makers team up with CD Baby?

One of the challenges for an independent artist is how to sell more product. CD Baby, in my opinion, is really the best vehicle to do so online. Their service is seamless, they charge a reasonable rate to indie artists, they're extremely service-oriented, and they pay artists quickly. In terms of philosophy, they're very indie-oriented.

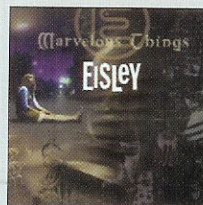
What does your Digital Audio Distribution service consist of?

It consists of two components: one is selling CDs online through CD Baby. We've been offering that service for several years now. And CD Baby introduced another service that

allows indie artists to get their music on the new download sites like BuyMusic.com, Listen.com, Rhapsody, the new Napster, Emusic and MusicNet. We're working as an aggregator of that content. We're representing the indie artist and providing their music to these sites, because these sites don't want to deal with thousands of folks individually. They want to deal with a couple of folks that can deliver to them a large amount

of content. The main thing is that we'll take every artist, because we really believe in giving everyone the same opportunity to get their music out to the market, whether it's through CD or digital media or through downloads. We pay very quickly and we take what I'm pretty sure is the lowest service charge on the download sales, which is nine percent for administrative services, and pass the other 91 percent to the artists.

DOWNLOAD THIS >>>



EISLEY *Marvelous Things* (Reprise)

For Eisley's currently online-only sophomore EP (which releases in stores Dec. 9), the four Dupree siblings and family friend Jon Wilson (with ages ranging from 15 to 21) continue in the vein of swirling, dreamy guitar pop with thick layers of spritely harmonies that could easily nestle in on the next Disney

soundtrack. Dripping with elegance and a refreshing simplicity, the four-song *Marvelous Things* EP swings from being starkly moody ("Marvelous Things") and dreary ("Memories") to bouncily coy ("Sea King") and pensive ("The Winter Song"), all while delivering pop hooks that will reel listeners in. *Marvelous things*, indeed.

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