

ReverbNation: Artists Can Now Tag Songs as ‘Exclusives’ for Fans Only

Helps Artists, Labels, and Managers Convert ‘Casual Listeners’ into ‘Known Contacts’

(New York, NY – Feb 19th, 2007) ReverbNation announces “Fan Exclusives”, an innovative feature that empowers Artists to use their content as a way to gather contact information and demographics from their listeners in exchange for access to full streams or downloads.

The new feature is free to Artists, and allows them to designate any song as a ‘Fan Exclusive’, limiting its play to a 30 second preview if the listener is not a registered Fan of the Artist. During playback, the listener is notified that the song is a ‘Fan Exclusive’, and prompted to register as an official ‘Fan’ of the Artist by providing an email address and some basic demographic information. This information is protected under the ReverbNation privacy policy, and can only be used by the Artist to which it was submitted.

“Many Artists have indicated to us that they would like some middle ground between selling a song and just giving it away for free. Information about their Fans and the ability to contact them are critical to an Artist’s ongoing business and have real value for them in terms of landing more gigs and possibly record deals. We see this feature as an opportunity to bridge the gap and provide an alternative to the existing options. Its also a great way to reward fans for their loyalty,” said Mike Doernberg, CEO of ReverbNation.

‘Fan Exclusives’ are enabled on the ReverbNation website and also in the TuneWidget, ReverbNation’s leading Artist Widget that works on MySpace, homepages, blogs, and virtually any other site. As a result, Artists can use the feature to harvest Fan data all across the web and collect it into one convenient location. In a world where Artists are typically at the mercy of social networks to gain access to their fans, ReverbNation continues to build tools like ‘Fan Exclusives’ that put Artists in control of their own destiny.

For more information about ‘Fan Exclusives’ at ReverbNation, click [here](#) or goto:
http://www.reverbnation.com/controller/main/features_tabs?tab=Exclusives

About the company

ReverbNation provides the innovative marketing solutions that musicians need to compete, cooperate, and differentiate in an increasingly noisy online environment. Unlike typical “closed” communities, artists use ReverbNation as their home base for approaching marketing and promotion across the Internet as a whole - be it via social networks, blogs, or the artist’s homepage. Tools like TunePaks, FanReach, and TuneWidget give the artist the power to spread their music and information virtually anywhere. Real-time stats then provide a 360-degree view of how the music is spreading, who is listening, and which fans are actually passing it on to their friends and posting it on their pages. For more information, please visit www.ReverbNation.com.

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