

PRESS RELEASE

Of interest to editors and journalists covering:  
Music Industry, Independent Artists, Advertising/Marketing, CA News

CD Baby Pays \$10 Million to Musicians for CDs Sold - Now Represents Over 75,000 Artists and Labels, Making Them the Largest Seller of Independent Music on the Web

LOS ANGELES, Calif. - October 23, 2004 /Send2Press Newswire/ -- Independent online music retailer CD Baby has now paid over \$10 million directly to musicians for CDs sold worldwide through their online store at [www.cdbaby.com](http://www.cdbaby.com).

CD Baby's easy consignment system has given every musician access to worldwide sales and distribution, without having to sign away their music to a record label.

While record labels are blaming piracy for a lack of sales, music sold through CD Baby has almost doubled every year for the past six years.

"It's easier than ever for music fans to find great non-mainstream music," says CD Baby founder Derek Sivers. "So what's reported as a sales decline for a huge pop star is actually a sales boost for the less-famous but more-talented musicians of the world. We sell thousands of CDs a day by artists you've never heard, but will love when you do."

Now, as one of the primary suppliers of music to digital download services such as Apple iTunes, MSN Music, Napster, Rhapsody, Sony Connect, MusicMatch, and more, CD Baby is helping artists everywhere get their music out into even wider distribution.

CD Baby has been a launching pad for later-famous acts such as O.A.R., Jack Johnson and Gary Jules. Other already-famous artists such as Thomas Dolby, George Clinton, Grant-Lee Phillips, and Beach Boy Al Jardine have chosen to use CD Baby's unique distribution service to release smaller projects directly to their fans.

CD Baby represents over 75,000 artists and labels, making them the largest seller of independent music on the Web.

About CD Baby:

CD Baby handles online sales and distribution for independent artists and labels. Founder and musician Derek Sivers was selling his own CD online in 1998, and as a hobby offered to let a few friends use his system. Friends told friends and now over 75,000 artists sell their music through CD Baby, making it the largest seller of independent music on the Web. CD Baby has sold over one million CDs sold to customers worldwide, and paid over \$10 million directly to the musicians.

CD Baby's Digital Distribution program has deals with all major digital outlets such as Apple iTunes, MSN Music, Rhapsody, Napster, and Sony Connect, making CD Baby one of the leaders in the aggregation of digital content.

For more information visit <http://www.cdbaby.com>.

Media Contact:  
Alex Steininger  
of CD Baby  
[alex@cdbaby.com](mailto:alex@cdbaby.com)  
+1-503-595-3000

/Note to editors: logos, Website screen shots, and interviews available./

# # #

[ Source of news = CD Baby ]

Ref:

<http://www.send2press.com/2archive/2004/pr04-102301-cdbaby.txt>

<http://www.send2press.com/2archivePDF/pr04-102301-cdbaby.pdf>

-----  
\*IMPORTANT NOTE TO MEDIA:

to reach the organization releasing this news, please contact:  
alex@cdbaby.com (media only)

If used for publication, please send specimen copy.

-----  
S2P-NB / OC / CA / Los Angeles, California / English (lang=en)  
Copr. (c) 2004 Send2Press Newswire.

This release was issued on behalf of the above organization,  
who is solely responsible for accuracy of content,  
by Send2Press(TM), a unit of Neotrope(R). <http://www.Send2Press.com>

[[www.MusicIndustryNewswire.com](http://www.MusicIndustryNewswire.com)]

references:

-----  
music distribution, independent music, bands, digital distribution,  
cdbaby, cd baby, music news, industry, promotion, marketing, sales