

New showcase aims to give unsigned bands a break

Unsigned bands & solo artists now have the chance to make money from their music thanks to a new service which allows them to sell tracks over the internet and direct to mobile phones.

The service, run by mobile entertainment pioneers Moyst, will provide musicians with a platform to promote themselves to the industry while giving them direct access to the market. The company plans to launch an Unsigned Music Chart and will help to place chart toppers before record labels.

Moyst Unsigned will have both a website and a wapsite, the mobile phone equivalent, and is the first service of its kind in the UK to offer downloads both through the internet and mobile phones.

Songs will be available as either a full track download or a 30-second ringtone, with bands receiving 20 pence of the £1.50 per track retail price. There is no fee for joining or uploading. Visitors to the sites will be able to preview before buying.

Moyst's Head of Music, Matt Jones, who has written music for film and TV and has had over 60 published works, said: "This is all about giving bands a break. As a songwriter myself I know how difficult it is to get record deals and even the most talented bands can have problems in attracting interest from the industry. Moyst Unsigned will help bands to raise their profile and place them before a potentially international audience while allowing them to sell their music direct to the public."

Established five years ago, Moyst is a specialist in mobile entertainment and offers content including ringtones, video clips, wallpapers and games. Matt Jones added: "Internet music downloads are already widely used by the mainstream audience and mobile downloads are set to be equally popular. Our new service means that unsigned bands could be amongst the first to cash in."

Bands who want to find out more about Moyst Unsigned should visit www.unsigned.moyst.com on the internet.

Ends

Moyst

An early pioneer of mobile content, Moyst.com was founded in 2000 and is the leading provider in the mobile video sector and continues to develop cutting edge mobile solutions and products. Moyst.com offers a range of content including music, ringtones, video, games, screensavers and wallpapers available for download.

For further information see www.moyst.com. Or telephone Pauline Rawsterne or Joanne Fletcher-Wall at Baxter Hulme PR & Marketing on 01625 617611 or email pauline@baxter-hulme.co.uk.