

### **Music labels Independiente and Skifan apply innovative n-CD concept to latest releases**

Independiente has just released its first album 'Travis' on n-CD. Fans will now be enjoying the music of the British band on this new format. n-CD allows Independiente to place premium content on top of a conventional Travis CD and use the Secure Web Link for exclusive features. Only owners of the original disc will be granted access to the bonus applications via internet.

Independiente is focusing on getting the most out of n-CD by driving registration through the online page linked to the disc and keeping people involved with exciting content. The label has prepared a lottery and the launch of the first single exclusively on the web-platform before it hits the radio station, TV-channels and the retailers.

n-CD is also assisting Skifan, a pioneering Icelandic music label, in it's marketing. "n-CD allows music labels and artists to learn who their customers are, enabling them to personalize upcoming offers and expand one2one marketing activities which are now more powerful and guarantee high response rates," says Eidur Arnarsson, Head of A&R at Skifan, pointing out the label's positive experience with n-CD.