

# BESONIC.COM BURSTS INTO THE UK MUSIC SCENE

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Experts join BeSonic to recreate European success in UK

BeSonic.com, the unsigned band community web site and fastest growing source of legal free music over the Internet, is opening an office in London, England.

BeSonic.com has been expanding quickly since its launch in September 1999 and has a truly international audience. With over 13,000 free tunes - ranging from ambient house to classical - available to download on the site today, music lovers can find original, CD-quality music that they cannot experience through traditional sources.

"With BeSonic's partnership success in Europe, we wanted to be able to deliver the best support for unsigned bands that want to make it big in Britain and the rest of the United Kingdom," comments Ali Mehmet, Business Development Manager at BeSonic.com. "You can't work for the UK bands if you're based in Germany, and we wanted to get close to the UK community. Our aim is to provide the best support for unsigned bands and open up opportunities for them."

Great partnerships

BeSonic is also building up a reputation in Europe for providing musicians with chance of a lifetime competitions. Most recently, in conjunction with MTV-Germany, bands could submit a song that would enable one lucky group or solo artist to have an exclusive recording session and play in the Rock Am Ring festival in Germany - the German equivalent of Glastonbury. Over 5,000 songs were submitted to the competition, showing the huge amount of unsigned talent dying to break into the music industry.

Great bands

There are a large number of UK bands which have already taken advantage of BeSonic's web community. Amongst them is Silverman, winner of the coveted Best Music award in the International Film and Music Awards held earlier this month by StreamSearch in Los Angeles. Silverman, a duo based in Cheltenham, Gloucestershire, has recorded two albums, which have been marketed entirely over the Internet.

Other British hopes like 'The Rolling Nation' that entered the MTV Germany competition, have become the sites' hottest movers after just one week of uploading their track. This demonstrates the huge potential there is for British bands hoping to break into Europe.

Anna Dennis and Martin Williams of Silverman add: "The internet is a wonderful medium through which our music can exist, providing direct control for artists of their music and direct contact with their fan base - self determination really. We're just proud to be so involved and appreciated at this early stage. Respect goes to BeSonic for raising awareness of mp3 in Europe, this is a happening thing."

Great experience

Artists are also provided with a homepage facility, the ability to grow fan communities, and soon, the ability to sell further tracks over the BeSonic site. For music fans, the site offers a unique radio service enabling users to send their favourite selection of tracks to friends as well as search for music by the mood they are in or by artists that sound like established bands and music.

BeSonic will also be adding in a number of UK-specific technology enhancements as well as content in the very near future.

Great new BeSonic UK staff

Ali Mehmet joins BeSonic.com from Bopnation.com, where he was a founder and head of E-commerce development. He has a history of working on Internet music distribution, having previously been Dance Music Manager at Archangel Music Online. Antony Johnson also joins the UK team as Labels Manager.

To listen or submit music for free to BeSonic.com, simply click on to <http://www.besonic.com> .

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BeSonic, provider of the community-centric online music marketplace BeSonic.com, was founded in 1999. The company is presently the fastest growing European content pool of legal music in MP3 format, operating a unique highly scaleable, multi-lingual technology.

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