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Music Void blog creates a stir

The Music Void blog video interviews 10 senior digital music industry executives.

/24-7PressRelease/ - LONDON, UK, June 27, 2008 - Music business blog www.themusicvoid.com has been gathering momentum in recent weeks with numerous executives from within the music industry providing personal endorsements.

According to Jakomi Mathews founder and editor, the blog was set up to cover the key issues affecting all elements of the music business. The primary aim is to provide an objective overview of the challenges currently being faced by the industry.

Update notifications are currently emailed out weekly to the editor's database of 2600 high-level industry executives, on a global basis. Mathews has instituted plans for the expansion of the industry blog, which will include new regular weekly feature writers:

Don Dixon - Veteran producer (REM, Hootie & The Blowfish) will be writing a weekly review of new music which he likes, whether signed or unsigned, beginning in July 2008

Chris Poole - Legendary music PR guru (Prince, George Michael) writing a weekly column focusing on the previous weeks media coverage of the industry and artists - Beginning in mid July

The Music Void is also happy to announce that it starting a video blog, which will be interviewing key industry executives. Kicking off with two interviews per week, The Music Void blog have already interviewed:

- Scott Cohen - Founder & VP International The Orchard
- Federico Bozla - Senior Director Digital Development SonyBMG
- Pim Betist - Founder Sellaband.com
- Paul Hitchman - CEO Playlouder ISP
- Steve Purdman - CEO We7.com
- Scott Lyons, - Director, EMEA Market Development, Ecosystem and Market Development, Motorola Inc
- Luke Magneson - International Music Category Manager, T-Mobile
- Ray Anderson - CEO, Bango
- Mark Jambas - Strategic Business Development, Shozu
- Angel Gambino - Ex- Global VP of Music, Bebo

The video interviews took place at the London Calling 2008 conference from where The Music Void has also written reports of the key panels and the issues discussed.

Key industry endorsements for The Music Void blog include:

"Hi Jakomi - I just wanted to say I'm impressed by your work on this blog. Some good thought provoking pieces."

George Ergatoudis
Head Of Music
BBC Radio 1"

"Jakomi, love the blog. Keep them coming!"

Thomas Dreux
Director International
SideOneDummy Records - (Hollywood)

"I've been keeping an eye on your blog - some good ideas coming through"

Paul Kenny
Head of Music
Vodafone

"Hi Jakomi, Thanks for sending the regular blogs, always interesting and this one really hit the nail on the head."
Ian Bennett
Senior International Mgr
Shock Records (Australia)

"Good stuff Jakomi, Thanks,"
Al Cafero
Co-CEO
Metro Talent/Hybrid Recordings (New York)

A site redesign is underway which will provide advertising and sponsorship opportunities for companies wanting to advertise on the front page, specific columnist pages and or article pages.

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About The Music Void

A blog which discusses the real issues regarding all stakeholders in the music business value chain.