

## First Live Music Ringtone

Written by Westside ID493  
Thursday, 02 December 2004 05:09 -

---

The Island Def Jam Music Group and InfoSpace Mobile are embarking on an industry first today as the leading producer of mobile content and top hip hop label will record and publish the first live music ringtone. The recording will take place at the CD release party for the award winning, multi-platinum Def Jam South artist Ludacris and his highly anticipated 4th album Red Light District tonight in Atlanta.

"I wish all my fans could come to Atlanta for this party," said Ludacris. "This will be one of the only ways for my fans to hear me live before I tour!"

The deal is indicative of how music artists are embracing the mobile medium as a means to extend their brands, interact with their fans on a personal level and create new revenue streams. In addition to recording four exclusive, live ringtones, InfoSpace Mobile will be offering consumers exclusive Ludacris images through its carrier partners. The first ringtone will be a live recording of the album's first single, "Get Back," and the exclusive images will be from the "Get Back" video, directed by renowned director, Spike Jonze.

"For today's savvy fan, the lines between new music and technology are blurring at an astronomical rate," said Antonio "L.A." Reid, Chairman of the Island Def Jam Music Group. "Cellphone ringtones and graphic images are increasingly becoming competitive pieces of the overall marketing plan for our artists. There couldn't be a more exciting and innovative way to kick off the Red Light District campaign for Ludacris, and IDJ is proud to be on the cutting edge of this development once again."

Increasingly, musical artists are looking to InfoSpace Mobile to create compelling mobile content promotions for new releases and tours. The company has worked with artists like Nelly, Usher and the performers at the VANS Warped Tour to bring fans and artists together, with ringtones, graphics and sweepstakes. The live recording of a performance at an exclusive CD Release party for Red Light District will give fans access to a Ludacris performance they otherwise would not have been able to hear.

"Consumers are starving for unique, mobile content to make a fashion statement and express who they are," said Anthony Stonefield, Chief Strategy Officer InfoSpace Mobile. "At the same time, artists want to reach their fans in more intimate ways--InfoSpace allows fans to literally carry their favorite artists in their pockets and interact with them many times a day. We are thrilled to work with Ludacris, one of the most popular hip hop artists ever, as we embark on this new milestone. "

The recording in Atlanta is to support the release of Red Light District, the follow-up to the triple-platinum album, Chicken N Beer, which contained the Grammy nominated single, "Stand Up." InfoSpace Mobile will make this exclusive content offering available through most major North American mobile operators.

**First Live Music Ringtone**

Written by Westside ID493  
Thursday, 02 December 2004 05:09 -

---