



## Magnet Media Launches We All Make Music

NEW YORK, NY--(Marketwire - March 29, 2010) - The Zoom In Online network is proud to announce the launch of [WeAllMakeMusic.com](http://WeAllMakeMusic.com), a website dedicated to providing musicians with information and content that will help them thrive in today's uncertain music business.

With the world's biggest record label, EMI, nearly \$2.4 billion in debt, and its three chief competitors, Sony, WMG, and Vivendi/Universal, all losing money, the record business is in the midst of a paradigmatic shift. Instead of one corporate entity handling every aspect of an artist's career, from artist development to album distribution, new companies are springing up every day offering these individual services to musicians, creating both opportunity and confusion. We All Make Music will cater not only to the 240,000 professional musicians living in the United States, but also to the 65 million amateur ones trying to succeed on their own terms in the new millennium, delivering insights and information about how the music business is changing, and how to navigate those changes. The site's content will be produced by a staff with a wide variety of perspectives: musicians, music magazine journalists, publicists, artist managers, venue owners and promoters. The site will feature **do-it-yourself music making** tips, stories of success from globally recognized artists and insiders, resources, research and news at the pulse of the music industry.

"Music making has changed so dramatically in the new millennium," said Mike Raffensperger, the site's Managing Editor. "If you wanted to record a professional album ten years ago, it would require a room full of expensive equipment and highly trained engineers. Today you can achieve the same recording quality on a laptop bought from a retail store. The chance of being heard all over the world used to require the attention and support of a major record label and radio broadcasting companies. Today, you can reach the world stage on P2P networks, MySpace and Internet Radio, selling your music directly through online retailers like iTunes. There has never been a better time in history to be a musician and we are excited to watch, and hopefully help, as the industry evolves."

We All Make Music is part of the Zoom In Online network, a production of Magnet Media, a company uniquely equipped to serve the evolving needs of today's musicians. Magnet Media is a longstanding member of the music community, serving as an official ASCAP new media provider and creating the first external community site for Logic 8, Apple's leading software suite for musicians. Additionally, the company's acclaimed web video series, Rehearsal Space, explores the art and craft of music making through interviews with emerging artists and established icons like T-Pain, Erykah Badu, Ratatat, Kaki King, Anton Newcombe, We Are Scientists, One Republic, the Airborne Toxic Event, and Black Kids.