



COPY ENCOURAGED

What is it?

Copy Encouraged is a new way of spreading and marketing music. Music equipped with the Copy Encouraged logo can and should be copied as much as possible, as long as it's not done for profit. This could mean burning a copy to a friend or putting mp3's up online, both are equally cool and legal. And if you really dig the free copy or mp3's you received, you are encouraged to buy the whole album.

Why?

This concept is similar to freeware with computer software. The freeware software concept allows the consumer to try the product totally free of charge and if the consumer likes the product and wants to keep using it, they are encouraged to pay for it. From a digital point of view there is no major distinction between digital music and digital software, so we see no reason why the very successful freeware concept wouldn't lend itself well to music as well.

Copy Encouraged music is not charity or communism. It is a viable business model for small bands and labels which lack the marketing power of big record companies. The plan is to expose your music to a much larger audience than otherwise possible. With more people listening to your hopefully wonderful music, it should be possible to sell more records, get more fans to your live gigs and build a larger fan base.

Then what?

As long as you own your music, you can make it Copy Encouraged. All Copy Encouraged releases are released under a Creative Commons license which provides a legal backdrop for the sharing process.

We would like to see this concept used by other bands and record labels. Please contact us at ifc@nomasi.com, if you are interested in this concept and we can help you set it up for you. Thanks.

Releases

Blanket: This Is the New Wave of Political Rock [LP, 2007]

More info

Independent Fruit Company - www.nomasi.com/ifc - ifc@nomasi.com
Blanket - www.blanket.fi

