



# EMI/Virgin TV launches NOW website with an exclusive podcast

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*Site offers entire EMI Music UK mobile ringtone catalogue and downloadable digital music tracks*

PR9.NET August 23, 2005 - This week EMI/Virgin TV launches a newly redesigned site for the biggest selling music brand of all time, NOW That's What I Call Music!

www.nowmusic.com offers an extensive array of digital downloads, including an EMI-exclusive podcast, behind-the-scenes artist footage and interviews, EMI Music UK's entire ring tone catalogue and a selection of digital music tracks.

Andy Way, Digital Media Manager at EMI/Virgin TV, comments, "Adding value to the NOW brand online was at the heart of the site's redesign and relaunch. The podcast was a natural addition to the site's new digital downloads. Appealing to the iPod generation, the podcast extends the NOW site beyond the online space and allows consumers to remain in touch with the NOW brand while on the go."

The podcast was created in-house by EMI Music UK's specialist Digital Content division. This month's 11 minute podcast features an interview with KT Tunstall, audio clips from Coldplay and details of the site's current competition to win a recording session at Abbey Road Studios.

The site also offers a new VIP membership scheme, which gives users access to previously unseen footage, the latest music videos and releases and the best in competitions and new music.

With a 22 year heritage, the NOW brand is arguably the biggest music brand in the UK. NOW 61 has just been released for sale. In its first day of sale, NOW 61 sold 68,000 copies, a new record for the brand over its history.

## About EMI Catalogue Marketing

EMI/Virgin TV is responsible for creating and marketing the group's thriving TV advertised compilation albums and is the UK's most consistently successful label working in this field. From hugely popular album series tie-ups such as 'Capital Gold Legends', 'New Woman' and 'Smash Hits' to brands like the 'Best.....Album In The World...Ever!' the division sells millions of albums in the UK every year. The jewel in its crown is the iconic 'Now That's What I Call Music' brand, launched in 1983 and now a global phenomenon, which has sold over 75 million albums in the UK (more than one for each individual in the country) with no sign of stopping.

## About EMI Music UK – Digital Media Division

EMI Music was the first major record company to establish a dedicated Digital Media division in 1998. The division, headed up by Danny Van Emden, the Digital Media Director, is responsible for the digital activity of EMI Music UK and Ireland and its individual music labels. In addition, each of EMI Music's record labels - EMI Records, Innocent, Parlophone, Virgin and the catalogue division - has a Digital Media Manager responsible for developing artist specific new media opportunities, promotions and web presence.

The Digital Media division develops many of the company's digital cross-marketing and artist promotions; providing exclusive content; managing data capture and eCRM systems; and monetising EMI Music's assets across the digital media. The division is also responsible for the EMI Music aggregate site, [www.the-raft.com](http://www.the-raft.com), which has been running for 11 years and won multiple awards.

With in house skills in journalism, programming, photography, SEO and design, the team are able to generate the right mix of copywriting and creativity to exploit a range of commercial opportunities. Working with EMI's Commercial Digital team, Digital Media has worked with retail, brand, online and mobile organisations. This year alone, the division has agreed a number of crucial deals with high profile partners including OD2, i-Tunes, mycokemusic, Napster, Orange and Vodafone Live.

Websites developed for well-known artists include [Kylie.com](http://Kylie.com), [Kelis.co.uk](http://Kelis.co.uk), [thethrills.com](http://thethrills.com), [nerduk.com](http://nerduk.com), [thedivinecomedy.com](http://thedivinecomedy.com), [doves.net](http://doves.net) and [jamelia.com](http://jamelia.com). The team is also responsible for creating artists' web shops, selling physical products and exclusive merchandise, as well as developing mobile shops and download platforms.

EMI Music UK is part of The EMI Group, one of the largest music companies in the world and listed on the London Stock Exchange.

[www.emimusic.co.uk](http://www.emimusic.co.uk)

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### **About immediate future Limited**

immediate future Ltd is an independent public relations (PR) and communications consultancy, specialising in media, creative and digital industries. The team is highly experienced in both corporate and business-to-business PR. We have a proven track record with clients ranging from public and private companies, to 'not for profit' organisations.

The company is founded on three core principles: in- depth industry knowledge, professional standards and accountability. We use these foundations to deliver a holistic approach to reputation management with proactive and creative PR strategies, trusted on- and off-line media relations, and a vast array of PR tactics. The result is high-quality public relations that makes our clients' lives easier and brings real business benefit.

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