
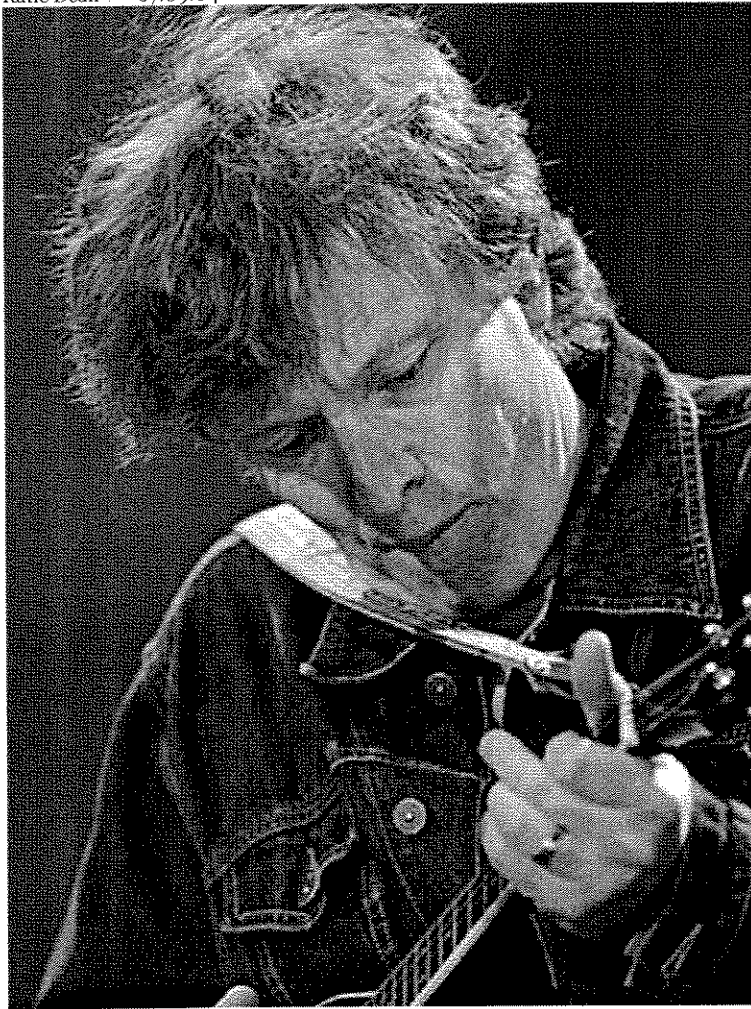


# Exhibit 4


Entertainment : Music 

# Winwood: Roll With P2P, Baby

Katie Dean  07.09.04



Steve Winwood promoted his latest album, *About Time*, by offering a song and several video clips for download over peer-to-peer networks.

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Rock and Roll Hall of Famer Steve Winwood dipped a toe in largely untested waters this summer by giving away a track from his latest album to peer-to-peer networks. The experiment appears to be working out.

In the past month, Winwood's label has seen a noticeable increase in record sales thanks to a promotion that included releasing a free song and an over file-trading services. The campaign was part of an experiment in whether peer-to-peer can be used to create buzz around an artist and drive sales.

Winwood's independent record label, Wincraft Music, said sales of *About Time* have sold up to eight times the number of records in some regions as of June 15 when an audio file of one track, *Dear Mr. Fantasy*, made its way on to peer-to-peer networks. At the same time, a video of Winwood performing the song live and another video of a rehearsal were distributed on Limewire, eDonkey and RazorPop. The album has also been promoted through television commercials.

"There's really no other medium that can reach the quantity of people in such a meaningful way in such a cost-effective manner," said Lisa Price,

spokeswoman for the Jun Group, a marketing firm which coordinated the release of the digital media files. Winwood, a Grammy-winning musician who recorded his first hit, "Gimme Some Lovin'" as a member of the Spencer Davis Group in 1963, was the epitome of the major label artist. His musical career included stints with the groups Traffic and Blind Faith and culminated with the solo album *Back in the High Life*, which earned Grammy awards for best male pop vocal and record of the year in 1986. Now, as an independent, Winwood has more freedom to try novel ways of promoting his music. For the *About Time* album, his label agreed to work with a marketing company that pitched the idea of working with P2P networks.

The Winwood downloads are sponsored by entertainment program *Access Hollywood*. At the beginning of each file is a small promotion for the Hearst-Argyle Television show. Hearst-Argyle Television conceived the idea as a way to promote both the TV show and musician. The music files drive traffic to the TV show's website where a fan can buy Winwood's album and learn more about him.

"I look at peer-to-peer as a way to create more chances for people to actually hear the music and become aware of the music," said Marv Danic, president of marketing for Hearst-Argyle Television. "There are some artists who are not going to be heard on the typical radio stations. We're dealing with an artist like Nelly or Beyonce who gets all the airplay."

Based on early results, Kevin Morris, general manager of Wincraft Music, said the P2P experiment appears to have worked out well. Still, Morris said it is difficult to identify the overall effect of P2P because some of the increase in sales could be attributed to television advertising. He maintained that the file trading networks are "a good way to promote new releases and create a buzz around an artist."

Although Wincraft credits the P2P promotion for helping to increase sales of Winwood's album, it certainly hasn't vaulted the release to the top charts. But for indie artists, every bit of publicity counts.

"Every artist would do this if they were able," said Eric Garland, CEO of BigChampagne, which monitors downloads on peer-to-peer networks. "I never met an artist that wasn't looking for every possible opportunity to expose more people to their music in new ways."

Using data from BigChampagne, and factoring in estimates for downloads from discussion groups, chat rooms and FTP servers, Jun Group estimates that 2.5 million copies of the song have been downloaded.

"We were surprised at how much interest there was, particularly for the video files," said Garland. "I would expect to see more and more creative attempts (from artists) to reach an audience online."


The success is encouraging to peer-to-peer advocates at a time when some members of Congress seem poised to outlaw the technology completely. "The major record companies are very quick to single out peer-to-peer for all their financial woes," said Jason Schultz, an attorney with the Electronic Frontier Foundation. "I hope they are equally willing to recognize the unique marketing opportunities that peer-to-peer offers artists like Steve Winwood."

The Recording Industry Association of America declined to comment. Winwood isn't the only artist to embrace P2P. Rapper Chuck D expressed strong support for P2P at a congressional hearing, referring to the technology as "power to the people."

"You can't stop peer-to-peer technologies, so the industry really faces an overwhelming challenge," Garland said. "Here, Steve Winwood offers another good example of why the Internet works."

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