

Advertisement

4.80% APY*
HSBCdirect.com

HSBCdirect.com



START SAVING

NO FEES NO MINIMUMS FDIC INSURED†

SEARCH: News Web

powered by YAHOO! SEARCH

Top 20 E-mailed Articles

washingtonpost.com > Technology > Wires

TechNews.com

Video Games Seen Influencing Music Sales

Advertisement

Print This Article
E-Mail This Article

By LAURENCE FROST

The Associated Press

Thursday, January 26, 2006; 12:28 PM

QUICK QUOTES

Enter Symbol go
Tables | Portfolio | Index

CANNES, France -- Music scout Tim Riley hopes to discover the next Fat Joe _ but has no intention of giving him a record deal.

If Riley finds the right Latino hip-hop sound _ something close to the platinum-selling rap star himself _ he'll sign the act straight away, for the third video game in the hit "True Crime" series.

"If everything lines up it's an amazing opportunity for an artist," he said. Riley has already helped launch several new groups in his job as worldwide music executive for U.S.-based game maker Activision Inc.



In this handout photo released by Running Dream Records, singer/musician Selasee poses for a photographer in Boulder, Colo. May 2005. As consoles become ever more sophisticated, game budgets swell and record companies cut back their artist and repertoire departments, video gaming increasingly offers big breaks for musicians and, potentially, new revenue for labels. (AP Photo/Running Dream Records, Lisa Siciliano) (Lisa Siciliano - AP)

As consoles become ever more sophisticated, game budgets swell and record companies cut back their artist and repertoire departments, video gaming increasingly offers big breaks for musicians and, potentially, new revenue for labels.

Chicago band Fall Out Boy sold 70,000 copies of their new album in one week after the music was featured on "Tony Hawk's American Wasteland," a skateboarding game, Riley said.

"They weren't on the radio," he said. "The only thing you can attribute the sales to is the game." Activision has doubled its music spending in the last five years, Riley added.

When Electronic Arts Inc. bought Selasee's single "Run" for its "FIFA 2006" soccer game, the Ghanaian reggae singer had yet to sell a song. Sales of his first album have taken off since the game's October launch; iTunes and Napster now stock it. Now based in the United States, Selasee regularly plays large venues.

"We're getting album orders from Australia, Turkey, Switzerland, the United Kingdom, Germany, and of course the U.S. and Canada," said Louis Rodrigue, the singer's PR manager. "His career is rocketing because of the FIFA game."

RSS NEWS FEEDS

Top News
Technology
What is RSS? | All RSS Feeds

E-MAIL NEWSLETTERS

View a Sample and Sign Up
TechNews Daily Report
Personal Finance
Personal Tech
Manage Your Newsletters

QUIZ

TECHNOLOGYTRIVIA

Where and when was the first cellular phone introduced in the United States?

- A. Chicago in 1972
- B. New York in 1992
- C. Los Angeles in 1957
- D. St. Louis in 1945

- Test Your Knowledge -- More Questions
- Submit Your Trivia Questions

FEATURED ADVERTISER LINKS

- Saving for college? Use holidays to earn BabyMint Bucks™
- Jerry Seinfeld Tickets, Billy Joel Tickets, Queen Tickets
- Lawyers: Guidant Defibrillators, Ortho Evra, Paxil Birth Defects
- \$160,000 Mortgage for Under \$785/Month!
- For College Graduates, Reduce Your Student Loans
- Get a \$200,000 loan for \$833/Month
- Custom Sweatshirts, T-shirts, Custom Hats
- Get a better body in 2006 with eDiets.com!
- PowerPoint Free Online Lessons or CDs
- Cool Gadgets, Great Deals, Visit CircuitCity.com
- Refinance Rates As Low As 2.9% - FREE QUOTES

Video games may account for only a tiny share of the music industry's \$21 billion global revenue, but record companies are watching closely.

"It's a very small but very interesting growth area," said Adrian Strain, spokesman for IFPI, the industry's global trade body.

The impact of games on music sales will increase sharply if _ some say when _ consoles let players buy tracks or albums directly online.

"We'll have massive uptake when we have one-click purchasing from games, and from TV shows," said John Booth, business development associate at Sony Computer Entertainment Europe, at the Midem music business gathering in Cannes this week. "And that's coming."

CONTINUED 1 2 [Next >](#)

[Print This Article](#) [E-Mail This Article](#)

© 2006 The Associated Press

SEARCH: News Web go powered by **YAHOO!** SEARCH

[NEWS](#) | [OPINIONS](#) | [SPORTS](#) | [ARTS & LIVING](#) | [Discussions](#) | [Photos & Video](#) | [City Guide](#) | [CLASSIFIEDS](#) | [JOBS](#) | [CARS](#) | [REAL ESTATE](#)

washingtonpost.com: [Help](#) | [Contact Us](#) | [About Us](#) | [Advertise With Us](#) | [Site Index](#) | [Site Map](#) | [Make Us Your Homepage](#) | [mywashingtonpost.com](#) | [Work at washingtonpost.com](#)
The Washington Post: [Subscribe](#) | [Subscriber Services](#) | [Advertise](#) | [Electronic Edition](#) | [Online Photo Store](#) | [The Washington Post Store](#) | [About The Post](#)
The Washington Post Company: [Information and Other Post Co. Websites](#)

© Copyright 1996-2006 The Washington Post Company | [User Agreement and Privacy Policy](#) | [Rights and Permissions](#)

Advertising Links

What's this?

Accelerate Your Computer

Slow startup, Slow page load, Sluggish performance? Veloz provides tools to accelerate your computer and protect it from viruses. If your computer isn't running like it used to, scan now. www.veloz.com

Download Booster Accelerator 5.0 - \$9.95

Accelerate internet and download speeds up to 300%. Fully automatic modem speed optimization. Works with all modems, including dial-up, DSL, cable and AOL. 30-day money-back guarantee. www.prosoft3d.com

Advertisement

