

Amazon and Ruckus Among the First to Receive 'Ring Tone Nation' CD in Digital Distribution

SummerRain Productions and indie label DragonSong Music just announced the new CD "Ring Tone Nation" from singer-songwriter Lloyd Page has now entered digital distribution. Among the first companies to receive the 98 ringtones on the CD are Ruckus and Amazon. Once a music title enters digital distribution it becomes available on the world market in a matter of weeks. There are currently over 50 different sites that this music is delivered to.

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The global ring tone market has been forecasted to grow around \$5 billion annually. In 2006, ring tones accounted for over 10 per cent of the \$32 billion worldwide music market. And now ringBACK tones are growing in popularity as well and are predicted to turn into the single largest mobile entertainment revenue source, overtaking mobile ringtone sales by 2010, according to a new study by analyst group IDC, and mobile entertainment is expected to account for over 5% of the \$800 billion in global wireless service revenues that IDC is projecting by 2011. According to Virgin Mobile USA and content partner LiveWire Mobile, more than 100,000 customers now subscribe to its Ringback services, with an average of two ringbacks per consumer.

The number of U.S. ringback subscribers tripled last year, based on industry research. With the cost ranging between \$1 and \$4 each from the various download sites a CD with 98 ringtones for \$20 presents a great value to the savvy consumer who knows how to port them to his or her phone.

From a review by RadiolNDY.com:

"Ring Tone Nation" by Lloyd Page is a collection of 98 eclectic, electronic ringtones. Suffice to say, you get a lot to choose from here. The sound is ethereal and ringy (in a chime-like sense). If you are looking for some "out there," spacy sounds for your phone, you have reached your destination with this album. Although a common sound is shared, each track is distinct. Lloyd also makes an effort to cater to what level of "ring awareness" you want your phone to have in his arrangements, meaning there are subtle rings as well as attention getting rings. We liked "Larvel Accel," a twisty rise and fall synth guitar creation. "Chimed RT" is a delay fused chime piece. "IIOz" is a delightfully confused airy guitar synth alarm. If you are looking for some cool ringtones, pick this up.

-William and the RadiolIndy.com Reviewer Team

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