

PRESS RELEASE

Loud Feed Launches New Social Media Networking Site for the American Association of Independent Music

New York City, February 23, 2010 – The music industry’s leading digital content provider, Loud Feed, is proud to announce the launch of its new social media networking site for the American Association of Independent Music (A2IM). The A2IM branded site allows the trade association to focus specifically on the needs of its community, empowering members to connect, share news and add content within a highly interactive and useable online social network.

A2IM serves the Independent music community as a unified voice representing a broad coalition of music labels, music companies and services. Key aspects of their new social networking site include FaceBook-like features whereby members can view site-wide activities, status updates, and latest news. Members can also join groups, forums and promote events. Each profile allows for custom fields and tags. Distinct tag clouds are viewable for music labels, associate members and news items.

“The new A2IM.org social web site is an enhanced gateway for our membership to better connect with one another and to easily stay updated with what’s happening in our community. Dr. Ron Suarez of Loud Feed engineered an impressive custom solution using standards based Open Source tools that laid the foundation for greater things to come. We are especially pleased that our non-technical staff are able to control our content more easily.” – Jim Mahoney, Vice-President, A2IM

The A2IM site has been engineered exclusively by Loud Feed, a company which is fast becoming the ultimate service provider for self-branded social media networking sites in the music industry. The company offers social media networking audits of your current web/mobile presence and strategy, and engineers solutions that solve real business problems. In addition, Loud Feed offers “Tools for Independence”, a digital asset content management system specialized for music labels.

Dr. Ron Suarez, CEO, Loud Feed says: “Now any community can have it’s own branded social media networking site. The ability to control your own channel and content lets you focus on the needs of your community without having to follow somebody else’s rules. With new social tools for WordPress, communities that are focused on domain specific knowledge, such as the independent music industry, are able to work more efficiently and enable much more lateral communication among their membership.”

Loud Feed offers affordable, user maintainable solutions by utilizing the standards based Open Source platform of WordPress along with BuddyPress to build its customized web sites and social networking sites.

Ron Suarez says: “Many of the problems we’ve seen in the music industry among the major labels stem from top down hierarchical decision making structures and their inability to adapt to a changing landscape. Thus, I am really looking forward to the new possibilities for sharing ideas about steps to build a new and improved approach to the music industry. By empowering more voices to participate, we’ll have better solutions.”

<http://a2im.org/>
<http://loudfeed.tv/blog>

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