



Joe Curcio - Songwriter

PodSets, and the Crossover Artists (COA).

Good Things Come In Small Packages.

A Proposed New model in packaging and distribution in the music industry.

Prepared by Joe Curcio

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The original document was presented to an unnamed music business contact in December 2005. This version omits the specific contact, and other information

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PodSets, and the Crossover Artists (COA).

Good Things Come In Small Packages.

The changing model of packaging and distribution in the music industry.

The term PodSet actually means "*a short **set** of music played on an **iPod***". The concept was first proposed by Songwriter Joe Curcio in December 2005.

PodSets provide a killer method to cross promote artists, and give the consumer more value for their dollar.

What is a PodSet?

On demand consumers want hits on demand. As of 2006, the single seems to be undergoing something of a revival. Commercial music download sites reportedly sell mostly single tracks rather than whole albums.

The PodSet is new twist on the single concept, being one downloadable file that includes multiple singles - but not necessarily from the same artist, and not necessarily of the same genre!

An example of using a PodSet to break a new, or less popular artist, would be to include, for instance, two hot singles from **KELLY CLARKSON** (which are the singles that the consumer intended to buy) and also including a "*free single*" from a less popular Artist such as **MANDY MOORE**. It's a similar concept used by huge online stores, where they provide a list of "*Customers who bought this item, also bought...*"

Let's take the ever-present One-Hit-Wonder to show another example. The consumer can download that One-Hit-Wonder song in a PodSet and get additional music by a breaking Artist of the same or different genre.

Imagine what this method would have provided for a breaking, unknown artist if they were included in the "Macarena PodSet"



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As an added value, PodSets can include not only the music, but also lyrics, cover art, PodCast files that allow the consumer to automatically receive updates on their favorite artists, and software that will allow the listener to arrange their own version, or mix, of the song.



Listeners prefer to choose their tunes *a la Carte* and by the hit. A related development has been the popularity of mobile phone ringtones based on pop singles. In 2007 Sony BMG announced they will introduce a new type of CD single, called "ringles"

The days of the 16-song CD filled with 80% fluff are coming to an end. Consumers want only the Greatest Hits, even from an artist who is brand new out of the box. The PodSet provides exactly that!

Remember the good 'ole Crossover Hit?

Hello?

Is there a Rhinestone Cowboy
out there anywhere?

– and here lye's the solution -

A new twist on an old idea:

(Insert drum roll here)



**THE CROSSOVER ARTIST
DISTRIBUTED VIA
PodSet**



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PodSets and The Crossover Artist (COA):

Unlike typical compilation CDs that include *MULTIPLE* artists performing songs across musical genres, COA via PodSet distribution can have a *SINGLE* artist perform across multiple genres. COA uses a single artist to produce material that is palatable across multiple music genres, including R&B/Hip-Hop, Rock, Top 40/Adult Contemporary, and Country.

Most artists are versatile enough to qualify in the COA format. However, traditionally, record companies tend to pigeonhole artists into performing the same type of song over and over, even if it requires that a major portion of a CD release be filler. That model no longer fly's in this new world of the on-demand consumer. *On-demand consumers want hits on-demand!*

Not all artists will be capable of being classified as COA. But those who do will *make a bundle* for themselves, as well as the breaking artist included in their PodSets. American Idol superstars like Kelly Clarkson and Carrie Underwood were more than capable to rank amongst potential top COA, PodSet artists.

Kelly Clarkson who performed a range of songs from R. Kelly's "*I Believe I Can Fly*" to Aretha Franklins "*Respect*", on the hit TV talent search program *American Idol*, has proven her range of versatility with multiple chart hits from Hot Pop (*A Moment Like This*), to Rock (*Since You Been Gone*), and even flavors of R&B/Hip Hop (*Miss Independent*).

Imagine being able to use a versatile talent like Clarkson to break new artists in 3 different genres via Clarkson PodSets in Hot Pop, Rock, and Hip Hop or including a "*free single*" in the Clarkson PodSet from a less popular Artist in the same genre such as **MANDY MOORE**.



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ABOUT JOE CURCIO:

Joe Curcio has made his living in the music and entertainment industry for nearly thirty years. From musical director in a Vegas headline band to working under an Atlantic Records subsidiary, to Project Manager for a major radio network in New York City where he developed one of the largest digital file exchange systems in the Radio Network business (AbcSpotDepot).

Joe's up front, and Behind The Music abilities, working with acts such as Bernadette Peters, Stevie Wonder, and John Fogerty, enables Joe to continue to make a living in the industry, and at the same time fine tune his songwriting craft.

Songs from his multi-genre catalog have been signed to Publishing and Management deals, broadcast on Television and Radio, and have reached Top 10 and Top 100 chart positions in some of the hottest on-line music sites.

Visit the Joe Curcio Portal at <http://www.JoeCurcio.com> for links to Joe Curcio hosted websites, including a link to his Songwriter site.