Sony Music Entertainment To Go Mobile With Artists' Websites

November 13, 2009

Michael Jackson Mobile Website

NEW YORK (RPRN) 11/13/09 — Sony Music Entertainment today announced plans to optimize the Web destinations of its artists for viewing on mobile phones. Sony Music, which was recently ranked by comScore Media Metrix as one of the Web's top 10 entertainment music destinations, will partner with Azuki Systems, Inc., an innovator powering a new generation of mobile media, to create mobile versions of its artist websites, offering video, photos, news, and more for the music fan on the go.

A mobile version of Michael Jackson's official website will be the first site to launch under the initiative, marking the first fully mobile-optimized website for a Sony Music artist.

Beginning today at m.michaeljackson.com, the Michael Jackson mobile website will feature Michael Jackson news, photos and streaming access to classic videos such as "Billie Jean," "Beat It," and the unforgettable "Thriller."

The site will allow mobile music fans to experience like never before Michael Jackson's celebrated artistry, which has left an indelible mark on music history, and the music that will continue to inspire and influence pop, soul, R&B and hip-hop for generations to come.

"The genius and influence of Michael Jackson's music and artistry is unparalleled," said Adam Block, Senior Vice President and General Manager, Legacy Recordings. "We are pleased to be working with Azuki Systems to create a high quality, rich media experience for MichaelJackson.com that will allow fans to enjoy Michael's art and vision via the site on mobile phones in much the same way they do today on their PCs."

Sony Music will roll out mobile versions of other artists' websites in the coming months.

Powering Mobile Media

Sony Music's mobile sites are being developed in Azuki's rapid web production environment and powered by the award-winning Azuki Wireless Platform™ (AWP). The AWP works in conjunction with Akamai, the world's leading content delivery platform, to offer unparalleled scale, reliability and cost efficiencies.

Sony Music artist sites will serve up the highest quality mobile video along with dynamically

updated photos, news and other content.

“We look forward to working with Sony Music to demonstrate what is possible for rich mobile media,” said Jim Ricotta, CEO of Azuki Systems. “We are prepared to support an unprecedented number of mobile site visitors and are excited to be able to showcase our ability to optimize the experience for each of them.”

Availability

The Michael Jackson mobile website is available at m.michaeljackson.com for Android, BlackBerry Storm, iPhone, iPod Touch, and Palm Pre users. Azuki and Sony will roll out full support for mobile browser handsets by the end of the year.

About Azuki Systems

Azuki offers an award winning software platform for media companies to deliver a new generation of mobile websites and applications. Azuki powers high quality video, rich community features, and compelling true-to-brand consumer experiences. With Azuki, content providers scale on proven infrastructure and extend desktop services seamlessly across the mobile web. Based in Acton, Mass., Azuki is led by an executive team that has built some of the communications industry’s most successful companies. For additional information, please visit www.azukisystems.com, follow Azuki on Twitter at www.twitter.com/azuki_systems or call 1-978-844-5100.

About Sony Music Entertainment

Sony Music Entertainment is a global recorded music company with a roster of current artists that includes a broad array of both local artists and international superstars. The company boasts a vast catalog that comprises some of the most important recordings in history. It is home to premier record labels representing music from every genre, including American Recordings, Arista Nashville, Arista Records, Aware, Battery Records, Beach Street Records, Black Seal, BNA Records, Cinematic, Columbia Nashville, Columbia Records, Epic Records, Essential Records, Flicker Records, Fo-Yo Soul, GospoCentric, Hitz Committee Entertainment, J Records, Jive Records, LaFace Records, Legacy Recordings, Masterworks, Polo Grounds, RCA Records, RCA Nashville, RCA Red Seal, RCA Victor, Reunion Records, Slightly Dangerous, Sony Classical, Sony Music Latin, Star Time International, Verity Records, and Volcano Entertainment. Sony Music Entertainment is a wholly owned subsidiary of Sony Corporation of America.

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Filed Under: ENTERTAINMENT, MUSIC NEWS, PRESS RELEASE

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