

Ministry of Sound launches The Annual 2010 with the MXP4 Interactive MIXTAPE

MXP4 Interactive MIXTAPE puts fans in control of tracks from Dizzee Rascal and Calvin Harris, and offers chance to remix Tina More's 'Touch Me'

MXP4, the interactive music platform, has teamed up with Ministry of Sound to create an interactive MXP4 MIXTAPE version of The Annual 2010 that enables dance music fans to create their own unique mixes of tracks from the likes of Dizzee Rascal, David Guetta and Calvin Harris.

The Annual 2010 MXP4 MIXTAPE (<http://mxp4.com/mixtape/theannual2010>) consists of a playlist of 10 tracks from the compilation that can be seamlessly mixed together, using innovative MXP4 technology, at the click of a button.

Kick off, for example, with Dizzee Rascal's 'Holiday', then press play on any of the other 9 tracks, and the MXP4 application will seamlessly transition to the next track. You can also set the MXP4 application to transition randomly between all tracks at a point in time specified by you (every 30 seconds, for example), allowing you to create an entirely unique automix of the playlist every time you listen.

The MIXTAPE module also includes links enabling you to 'Share' it virally and 'Buy' the album from iTunes and beyond.



<http://mxp4.com/mixtape/theannual2010>

Albin Serviant, MXP4 CEO, said:

“We’re really excited to be working with Ministry of Sound on their biggest release of the year. Giving music fans the chance to play with the tracks provides them with more incentive to engage with the album as a whole, at a time when driving sales of albums is a priority for the music industry. We’re really seeing users of our MXP4 modules stick around and play with the music for significant periods of time - over 8 minutes per track in some instances, which is testament to the highly interactive, immersive experience MXP4 provides.”

Jason Reed, Digital Marketing Manager, Recordings, Ministry of Sound, said:

“Working with MXP4 on this project has allowed us to create a highly engaging way for people to discover our defining album of the year. The mixtape widget provides a more personalised and customisable experience in terms of previewing and discovering the tracks, while the remix contest really takes engagement to another level - allowing people to show off their creativity and become actively involved in this project.”

In addition to The Annual 2010 MIXTAPE, MXP4 and Ministry of Sound today launched a remix contest that gives producers, musicians and DJs access to exclusive audio stems of Tina More’s single ‘Touch Me’ to use in creating their own remix of the track. Participants will be able to upload their tracks to the MXP4-powered module at <http://www.ministryofsound.com/annual2010remix>, where fans can vote for their favourite. From the 5 most popular remixes, one winner will be selected by Ministry of Sound and receive a 1 Day Super Club DJ Experience with Ministry of Sound’s DJ Academy at their world-famous club. The winner will also have their remix featured on Ministry of Sound’s official site and newsletter.

REMIX CONTEST

POWERED BY **.MXP4▶**

DOWNLOAD THE STEMS | **VOTE ON THE REMIXES**

Hover over the letters to hear the stems

ANNUAL

2010

Enter your email to receive the stems | email | I accept the official contest rules **SUBMIT** **UPLOAD YOUR REMIX**

<http://www.mxp4.com/remixcontest/ministryofsound/theannual2010.html>

About MXP4



MXP4 develops interactive music solutions that are changing the music experience for consumers by allowing them to play with the music. MXP4 delivers an interactive digital music experience which enables the music industry to explore new revenue opportunities and engage more closely with consumers.

Based in Paris, the company was founded in 2006 by Gilles Babinet, Sylvain Huet and Philippe Ulrich. Albin Serviant (former GM at Vivendi Mobile Entertainment and MUSIWAVE CMO) is CEO, whilst industry leading board members include JF Cecillon (former CEO of EMI Music) and Jordan Greenhall (former CEO and Chairman of DivX). The company is backed by A-list investors Sofinnova Partners and Ventech.

<http://www.mxp4.com>
<http://www.twitter.com/TheRemixCulture>
<http://blog.mxp4.com/>

**About the MXP4
interactive single:**

The MXP4 interactive single is an evolution from the music only MP3 file. Fully interactive, it incorporates remixable singles, multiple track versions and text such as cover notes and images in a single music file.

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Mots-clefs:

Ministry of Sound, Interactive Single, Calvin Harris, Solution, Technology, music, MXP4, Interactive Mixtape, Remix Competition, 2010, Dizzie Rascal, Tina More.