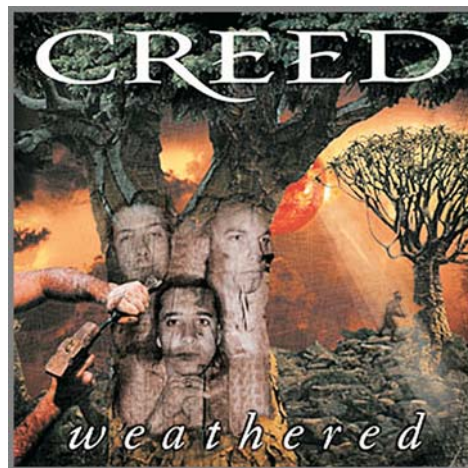




# Wind-Up Records

## A RealNetworks Success Story

More than any other record label, Web-savvy Wind-Up Records has embraced the Internet as a core-marketing vehicle; in fact, a fifth of the company's employees work in the Online Media group. A few years ago, Wind-Up partnered with Real Broadcast Network® (RBN) to successfully promote the CD Human Clay by the band Creed. Online retailers like Tower Records and Amazon.com offered exclusive tracks from the album using streaming technology from RealNetworks, and Human Clay eventually sold over 10 million copies. For the band's new CD, Weathered, Wind-Up used RBN's Track Promo Service to generate buzz.



"RealNetworks was the obvious choice because they are the premier company that can provide a total solution including digital download and streaming through RBN's robust network, content security through MCS, and promotion through Real.com's downloadable music site."

**Syd Schwartz**  
**Senior Vice President of New Media**  
**Wind-Up Records**

"Thanks for all of your help early on in this promotion. This project could not have happened without your support! And the bottom line — Weathered debuted #1 on Billboard's Top 200 charts. You guys rock!"

**Ed Kiang**  
**Director of Technology**  
**Wind-Up Records**

## The Opportunity

For the launch of Creed's new CD, Weathered, Wind-Up Records wanted to jumpstart sales of the CD, prior to its release. They also wanted to create a community of Creed fans and build an intriguing Web destination. In essence, Wind-Up was looking to utilize various Internet marketing vehicles to transform Creed from just another band into a brand.

## RealNetworks Solution

With Track Promo Service from RBN, Wind-Up distributed hundreds of thousands of free copies of the single, "My Sacrifice" from the Weathered CD. The track was available for download from the band's website and from hundreds of radio stations and retail sites. A built-in time limit enabled the downloaded track to shut down at the end of November — just after the CD went on sale.

The website [www.creed.com](http://www.creed.com) let fans download tracks, watch videos, follow the tour schedule, and connect with others who are passionate about Creed's music. All were hosted on RBN's robust network.

To give fans a personal connection to the band, Wind-Up created The Creed Pager, a tiny alert that sits on the user's computer. When activated, an icon blinks and music plays. Clicking the pager takes the fan to breaking news, new tracks, behind-the-scenes video of the band, and other surprises.

## Results

- In just two months, over 285,000 downloads of the track My Sacrifice were securely delivered by RBN, increasing hype of the album prior to its release.
- The band Creed's web site, [www.creed.com](http://www.creed.com), receives over 250,000 unique visitors a week.
- The RealPlayer customer base of 250 million meant Creed fans didn't have to load a custom player to experience Creed's music.
- In less than 30 days, over 4.5 million impressions were realized from premium placements on Real.com.
- RBN Track Promo Service includes encoding, hosting, secure delivery, and promotion on Real.com. This end-to-end solution eliminated Wind-Up's technical worries.
- Weathered debuted at #1 and remained at the #1 spot for 8 weeks in a row.
- Weathered has been certified 5X platinum by the RIAA.
- The first leg (18 dates) of Creed's 2002 tour completely sold out within weeks of ticket availability.

## Contact Real Broadcast Network Today

To Learn more about RBN Track Promo Service or for help finding the right RBN solution for you, call 1-800-444-8011 to speak to a RealNetworks sales representative.