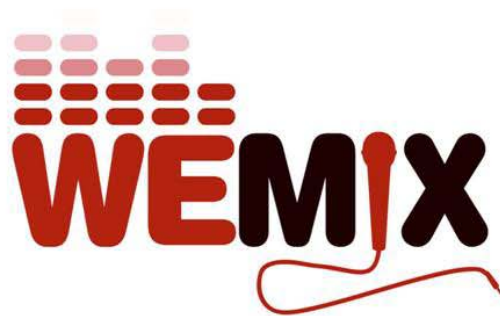


Press Kit



## About WeMix.com

**WeMix.com**, is an artist-centered, user-generated music creation and record label community created by Grammy Award winning artist Christopher “Ludacris” Bridges and veteran TV executive Matthew Apfel. Featuring advice podcasts from top musicians and producers, mash-up tools where new artists can collaborate and give feedback, plus music creation contests to earn the opportunity to collaborate in-studio with top artists and be discovered, **WeMix.com**, provides unsigned-talent with access to information, resources and online and mobile tools to take control of their careers as professional artists early on.



## WeMix Founders



**Christopher "Ludacris" Bridges** is a world-renowned musician, collaborator, actor, entrepreneur and philanthropist.

The two-time Grammy award and SAG winner has sold over 20 million records and is the recipient of numerous other awards and nominations. Ludacris' 2006 hit Money Maker from his CD Release Therapy hit #1 on the Billboard pop chart. His other 2006 hit single Runaway Love gained wide critical acclaim and a #2 charting position on the Billboard 100 chart. Ludacris has produced and performed with over 45 artists including Alicia Keys, Usher, Ciara, Quincy Jones, Kanye West and Mariah Carey. His guest appearance on Fergie's 2007 single Glamorous, hit #1 on the [Billboard] pop chart.

Ludacris has also appeared in numerous films and television shows including Crash, Hustle & Flow, 2 Fast 2 Furious, Saturday Night Live and Law & Order SVU. His films have generated over \$100 million in box office proceeds.

Finally, through his entertainment company, Disturbing Tha Peace, Ludacris boasts artist sales of over 20 million including Chingy, Field Mob, Shareefa and a host of up and coming artists on his roster.



**Matthew Apfel** has 15 years of experience as a format creator, producer, development executive, and writer. In 2007 Apfel established MegaMobile TV, LLC, a multi-platform content studio creating formats for TV, web, mobile phone, and video game.

As founder of MegaMobile, Apfel supervises the company's creative direction and content production. WeMix is MegaMobile's first of many planned formats. Prior to forming MegaMobile, Apfel was the Vice President of Development for True Entertainment, Endemol's New York production company. Apfel was also the creator and co-executive producer of Gastineau Girls, a hit docusoap that ran on E! about Lisa and Brittney Gastineau, mother-daughter 'celebutantes' living in New York City.

Apfel also previously served as a head writer on Who Wants to be a Millionaire, where he supervised writing and content creation during the show's first two seasons on ABC Television. He also managed an ancillary team that produced home CDs for Millionaire, which sold approximately 1 million units.



FOR IMMEDIATE RELEASE

**LUDACRIS' DISTURBING THA PEACE ENTERTAINMENT AND  
MEGAMOBILE TV ANNOUNCE JOINT VENTURE  
TO FORM WEMIX.COM, A MUSIC CREATION COMMUNITY**

*WeMix.com is a Music Creation Community and User-Generated Record Label that Allows Unsigned Singers, Rappers, Songwriters, Producers and Musicians of all Types to Get Discovered and Create Music with Ludacris and Other Top Artists*

**Slated to Officially Launch Late April 2008, WeMix.com Has Attracted 20,000 Artists, Producers & Musicians While in Preview Mode**

*The WeMix.com Platform Redefines How Music is Created, Marketed and Sold – And Also Opens Additional Revenue Streams from Online Advertising, TV and SMS*

(NEW YORK, NY and ATLANTA, GA – March 20, 2008) – Disturbing Tha Peace Entertainment, Inc., a recording label and entertainment company founded by Grammy award winning Hip Hop artist Christopher "Ludacris" Bridges, and MegaMobile TV, LLC, a multi-platform content studio creating formats for online, TV and mobile founded by television veteran Matthew Apfel, announced today that they have entered into a joint venture to form **WeMix.com**.

**WeMix.com** is an online community of unsigned singers, rappers, songwriters, musicians and producers. The site has all the tools to help users create music, collaborate digitally with fellow artists worldwide and, in cases, earn a chance to create new music by collaborating directly with top musical stars such as Ludacris.

Slated to launch late April 2008, WeMix.com to date has attracted over 20,000 actively participating artists, musicians and producers while currently in preview mode.

Users who join **WeMix.com** create their own page and have the ability to submit their original songs, riffs and melodies. The **WeMix** community then votes for favorite songs and artists, thereby organically discovering new music at a grass-roots level. Top performers on the site, if chosen, have the chance to collaborate with **Ludacris** and a host of other stars to transform their song into a hit record – with the entire process captured as part of a series for web and television. All artists who join the **WeMix** community become part of this first-of-a-kind user-generated record label. In addition, the **WeMix.com** site will sponsor music-oriented contests with prizes for top songs, rhymes, ringtones, lyrics and jingles.

Artists who join the **WeMix.com** community and upload their creations have the potential to sell their work directly to the consumer, and to collaborate digitally with fellow artists around the world. Top-rated performers become eligible to bypass the traditional A&R process and collaborate directly with **Ludacris** and other top music stars, thereby creating an entirely new way to launch a career.

In addition, **WeMix's** platform extends beyond the recording and publishing business into numerous additional revenue streams which include a reality series for online, TV, multiple online advertising opportunities, merchandise sales and SMS collaboration.

"There's so much talent that never sees the light of day because of the traditional way we discover artists; I felt it was time to take music back where it belongs – in the streets and with the people," said **Ludacris**. "It doesn't matter what type of music you're into, at WeMix.com it's an open playing field. We want to hear everything that's out there and let the people guide us in deciding which new artists get their shot to collaborate with stars and record a song. Even if you can't sing or play an instrument, WeMix.com gives you the chance to make music and influence decisions through voting and reviews. It truly is the people's record company."

"**WeMix** is a joint venture on a global scale, between **MegaMobile**, **Disturbing Tha Peace** and the worldwide music community," said **Matthew Apfel**, founder of **WeMix** and **MegaMobile**. "This is the first true online music community where the public can choose who and what they want to hear and – most importantly – play a meaningful role in how that music is created. Layered on top of that community are WeMix contests and publishing deals, where undiscovered artists get to collaborate with the biggest names in the industry – and get a real split of the publishing. Everyone wins: music is put back in the hands of the music community, the world gets great music and unknown musicians get discovered."

###



FOR IMMEDIATE RELEASE

## LUDACRIS DEBUTS WEMIX.COM - A GROUND-BREAKING ONLINE COMMUNITY & LABEL FOR DEVELOPING & EDUCATING TALENT WORLDWIDE

*Formerly in Preview Mode, WeMix Now Gives Unsigned Singers, Artists, Songwriters, Producers and Musicians of all Types Full Access to the WeMix.com Platform and the Ability to Collaborate Online, Access Celebrity Advice Podcasts About the Music Industry, Promote Original Music, Get Discovered, and Win the Opportunity to Make Music with Ludacris and other Top Artists*

*WeMix Implements Innovative Online Mixing Tools and Voice Recording Features that Allow Artists to Instantly Broadcast Vocals and Tracks Worldwide from Any Phone at Any time.*

(New York, NY and Atlanta, GA – May 21, 2008) – After months of anticipation, WeMix.com, a creation of Grammy Award Winning Artist Christopher “Ludacris” Bridges, Disturbing Tha Peace Entertainment, Inc. and MegaMobile TV, officially launched this week as the first user-generated online record label community by a major artist for unsigned talent.

WeMix.com, is an artist-centered, user-generated music creation and record label community. Featuring advice podcasts from top musicians and producers, mash-up tools where new artists can collaborate and give feedback, plus music creation contests to earn the opportunity to collaborate in-studio with top artists and be discovered, WeMix.com, provides unsigned-talent with access to information, resources and online and mobile tools to take control of their careers as professional artists early on.

Users who join WeMix.com create their own page and have the ability to submit their original songs, riffs and melodies. The WeMix community then votes for favorite songs and artists, thereby organically discovering new music at a grass-roots level. Top-rated performers become eligible to bypass the traditional A&R process and collaborate directly with Ludacris and other top music stars across all genres, thereby creating an entirely new way to launch a career – with the entire process captured as part of a series for web and television. All artists who join the WeMix community become part of this first-of-a-kind user-generated record label. In addition, the WeMix.com site will sponsor music-oriented contests with prizes for top songs, rhymes, ringtones, lyrics and jingles.

“The old way of making records is a thing of the past. A&R’s, marketers, the radio game, million-dollar videos, predictable producers—this system makes it really tough for new blood or new ideas to raise to the top. Using WeMix allows new artists to get their voice heard,” said WeMix Founder Ludacris.

In addition to the plethora of features on the site including a mash-up tool that allows users to mix music while online, WeMix.com implemented an in-call network exchange application onto the site. This new application allows the WeMix artist community to use any phone as a microphone and lay down original vocals, tracks and beats anyplace at anytime and instantly broadcast their recordings worldwide. Users can call in from any phone and record by dialing 888-LUDAMIX and access the service for free. To celebrate the launch of the site WeMix is introducing the WeMix In-Call Open Mic Throwdown. The competition is simple: the winner who records the best freestyle track on their WeMix Voice Mail will receive a \$500.00 cash prize. Rules of the contest can be found at [blog.wemix.com/whatsfresh/](http://blog.wemix.com/whatsfresh/).

“This is the first true online music community where the public can choose who and what they want to hear and – most importantly – play a meaningful role in how that music is created,” said WeMix co-founder and Mega Mobile TV, CEO Matt Apfel.

“There’s so much talent that never sees the light of day because of the traditional way we discover artists; I felt it was time to take music back where it belongs – in the streets and with the people,” said Ludacris. “It doesn’t matter what type of music you’re into, at WeMix.com it’s an open playing field. We want to hear everything that’s out there and let the people guide us in deciding which new artists get their shot to collaborate with me and with other stars. Even if you can’t sing or play an instrument, WeMix.com gives you the chance to make music and influence decisions through mashing, voting and reviewing. It truly is the people’s record company.”

###



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## Ludacris: Internet idol

Is Ludacris the Internet equivalent of Simon Cowell? The rapper/actor's Web site, wemix.com, aims to discover the next generation of talent by allowing users to upload tracks and get feedback. "It's the future, putting music back in the people's hands," Ludacris tells *In Touch*. "I'm definitely hands-on with it. I've left people voice messages about their music!"

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Ludacris' new album, *Theater of the Mind*, will be out in September.



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PREGNANT FACTS IS GUNNIE LYNN TO BLAME?

## Ludacris' digital music play

By [Devin Leonard](#), senior writer

*A big-name rapper lets music lovers pick future stars on his new Web site.*

NEW YORK (Fortune) -- Famous rappers often gripe about how would-be Snoop Doggs always try to give them demo-tapes. Ah, the bitter wages of hip-hop stardom.

But one rap luminary thinks there is a business in collecting music from unsigned acts and posting it on the Internet. Ludacris, the Grammy-Award-winning rapper known for his hits like "Chicken and Beer," is one of the founders of [WeMix](#), a Web site where unknown 50 Cents can find a wider audience - that is, if they pass muster with the rest of the Web site's users. "It's almost like a virtual American Idol," says Ludacris, whose real name is Chris Bridges.

Ludacris and his partner, Matt Apfel, a former reality television show producer, have latched onto an increasing popular concept on the Internet called "crowd sourcing." The rapper singles out acts that he thinks are good. Then, Ludacris lets the users of WeMix's pick the songs that rise to the top of the site's home page. This week's favorite is Wally J.'s ribald "Booty On My YouTube," which has been played 614,938 times. That's a lot of mouse clicks for a Web site that only went live in June.

WeMix isn't the only music site using crowd sourcing. Another is [OurStage](#), a Boston-based service that launched last September and now hosts 43,000 acts and 170,000 tastemaker participants. This week, OurStage announced that Live Nation, the nation's largest concert promoter, has agreed to use some of its best unknowns to open 300 of its events.

It remains to be seen if WeMix and OurStage will achieve the scale and power of Apple's iTunes or MySpace Music. But music industry veterans say they are worth watching. Ted Cohen, founder of PartnerTAG Strategic, a digital music consultancy, says consumers feel overwhelmed by all the music available on the Internet. "These companies give people some kind of guidepost," he says. "People can look at these sites and say, 'Well, the top ten songs must be pretty good if the users picked them.'"

Of course, as Ludacris points out, there's a precedent for crowd sourcing in the traditional music world: American Idol. The show's viewers haven't always been right. Taylor Hicks, winner of American Idol season six, is currently trying to resurrect his career by appearing in a Broadway production of Grease. But the show spawned stars like Kelly Clarkson and Chris Daughtry. It was only a matter of time before someone tried to do something similar online.

WeMix grew out of an idea that Apfel, the former vice president for development at True Entertainment, reality television giant Endemol's New York production company, had for a show called "Pimp My Song" in which professional artists would help rank amateurs - think William Hung - write tunes. Apfel scrapped the concept after seeing Ludacris play the role of a rapper in the 2005 movie "Hustle & Flow." "I was in a theater filled with New York City teens," he recalls. "They were up in the aisles cheering in the scenes where music was being made."

Apfel called the rapper-actor and talked him into starting WeMix, which the two of them agreed had the potential to be bigger than a single television show. They raised \$500,000 in seed capital from angel investors. And with Ludacris enthusiastically hosting the site, WeMix had no trouble attracting unsigned artists. WeMix enables users to leave cell phone messages for each other on the site through a technology called VoodooVox. The rap star often calls with the site with shout out for his favorite contributors. Like this one for like "Booty On My YouTube" composer Wally J.: "I must say that's one of the best videos I've seen in my life. Keep making those things, dawg!"

Apfel and Ludacris are trying to lure more stars to WeMix. The site hopes to announce a deal in the coming days with a well-known rocker that Ludacris thinks could attract more of those kinds of acts to the site. They are also shopping songs by some of WeMix's most promising discoveries to sports figures that Apfel and Ludacris hope will use these tunes as their walk-on themes at games. And, of course, WeMix is trying to attract advertisers.

That may be tough. Rishad Tobaccowala, chief innovation officer of the media buying division of Publicis, the French advertising giant, says advertisers are reluctant to associate themselves with unsigned acts. After all, he notes, "there's a reason there's this word called talent." In other words, he says, not every unknown act has it. Maybe that's why they don't have a record contract. Obviously, Apfel and his rapper partner feel differently.

No matter what happens with WeMix, Ludacris won't have to worry about would-be Snoop Doggs pressing their demo tapes on him at shows. They can just post them on his Web site. That must be worth something. Even to a guy as wealthy as Ludacris. ■





# Lifeline



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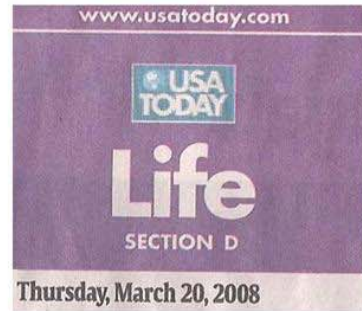


Johns Mahubay Mercado Overmyer Smithson White

## It's over for Amanda

The second week of *American Idol* eliminations is a crucial one. If they survive, they are guaranteed a spot on the season's *Idol* tour later in the year — a chance to prolong the dream and maybe impress a record label.

**Idol's sales clout.** 2D So the question of who would join David Hernandez in the ranks of the de-



## Ludacris launches site for aspiring artists

Chris "Ludacris" Bridges and MegaMobile TV today announce the launch of WeMix.com next month. Users of the free site, an online record label for aspiring musicians, can create music and work digitally with artists worldwide. Users vote for favorites, and top performers may get to work with Ludacris.

...of the free site, an online record label for aspiring musicians, can create music and work digitally with artists worldwide. Users vote for favorites, and top performers may get to work with Ludacris.



By Matt Sayles, AP

**For Macy's:** Santana makes a commercial.

### Santana in Spanish

Carlos Santana and Mariah Carey star in Macy's first Spanish commercial, directed by Oscar winner Barry Levinson and premiering exclusively in Latino markets on Sunday. An English version premieres Monday in all markets. On Wednesday, the campaign's second star-driven ad will air, featuring Carey, new daddy Gabriel Aubry, Donald Trump and Martha Stewart.

### Dixon remembered as a 'Hogan's' hero

Ivan Dixon, who played the levelheaded POW Kinchloe on TV's *Hogan's Heroes* and starred in 1964's *Nothing But a Man* and 1965's *A Patch of Blue* with Sidney Poitier, has died. Dixon, 76, died Sunday at Presbyterian Hospital in Charlotte after a hemorrhage, said his daughter, Doris Dixon.

# BusinessWeek



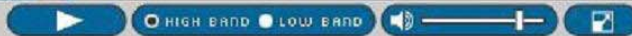
## Ludacris Wants To Make You A Star Ludacris discusses his new venture

Grammy Award-winner Ludacris and longtime Hollywood executive Matt Apfel discuss their new site WeMix, where users can post music, collaborate with artists, and maybe become famous

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## The Tech Beat

### Internet Week

Posted by: Catherine Holahan on June 10

Today, I interviewed Grammy award winner Christopher "Ludacris" Bridges and his business partner Matthew Apfel about an online music community they've launched called WeMix. The headquarters are, appropriately, here in New York, where labels such as Warner Music Group rub real estate elbows with Fox Interactive Media. (WeMix is also throwing the after Webby gala party tonight at Hiro Ballroom.)

#### ABOUT

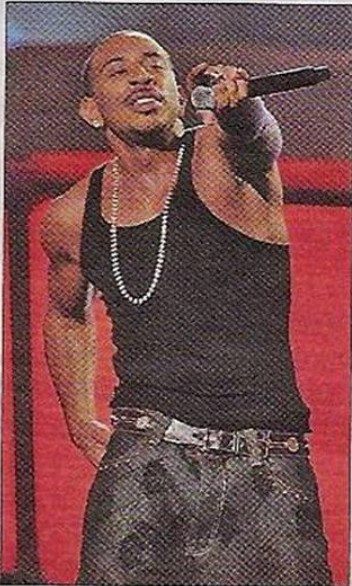
BusinessWeek writers Peter Burrows, Cliff Edwards, Steve Hamm, Rob Hof, Olga Kharif, Steve Wildstrom, Catherine Holahan, and Spencer Ante dig behind the headlines to analyze what's really happening throughout the world of technology. One of the first mainstream media tech blogs, Tech Beat covers everything from tech bellwethers like Apple, Google, and Intel and emerging new leaders such as Facebook to new technologies, trends, and controversies.

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**SPECIAL REPORT**  
**China's High-Tech Police State**  
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# SITE SPECIFIC

## Ludacris Helps Fans Get Famous

As a co-founder of **WeMix.com**, Ludacris is helping aspiring artists and producers to promote themselves. On the site, which launched May 15th, users can upload original songs, record audio messages for one another and allow the community to rate their music "mix it" (high score) or "fix it" (low). The top-rated songs are featured on the WeMix home page, where labels, producers and managers can search for talent. "I'm on the site all the time," says Ludacris, who estimates he has left audio messages for about 20 artists, including folk singer Elizabeth Willis, who posted the killer cyborg-love song "Robot." Luda says he might sign an artist from the site to his Disturbing Tha Peace label. **E.S.**



**TALENT SCOUT** Luda's looking for hot new acts on WeMix.

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 Robert Plant  
 Alison Krauss  
 Coldplay  
**les**  
**Big Comeback**

## Rapper, Actor Ludacris in online music venture

A record label owned by Christopher "Ludacris" Bridges partnered with MegaMobile TV, to launch WeMix.com, a site for aspiring artists and producers.

March 20, 2008 10:15AM By: [Amanda Fung](#)



*J. Sharpe Agency Public Relations*

Grammy Award winning hip hop artist Christopher "Ludacris" Bridges announced Thursday plans to unveil WeMix.com next month. The online music Web site is the popular rapper's first digital business venture.

Disturbing The Peace Entertainment Inc., Mr. Bridges' record label, has partnered with Manhattan-based start-up MegaMobile TV, a media production studio, to launch WeMix.com, a site where aspiring artists and producers can create music. It has been in beta since the beginning of the year.

"This Web site puts music back into people's hands," says Mr. Bridges. "They can form original music without anyone (the record companies) telling them how to make a song. It is a beautiful thing."

The site is designed to be a community where artists can create personal pages and showcase their songs, while producers can find artists to perform their music. The site also provides the tools for users to communicate and create music. Members of the site can vote for their favorite songs and artists. Top-ranked performers will have an opportunity to collaborate with Mr. Bridges on potential record deals.

"This is a new way for to find talent without leaving the home," says Mr. Bridges, who visits the site daily to rate music that has been uploaded. "It has become a hobby for me."

So far, the site has attracted 30,000 users and there are 27,000 songs on the site. MegaMobile TV declined to say how much it was costing to launch the site, but said it had raised less than \$1 million in capital from angel investors. The site will be ad-supported but will have other revenue streams including television partnerships, sponsorships for online music contests and merchandising.

WeMix.com is not the first site to incorporate social media tools that help cultivate talent on the Web and offer record deals. Sites such as MusicNation, Famecast and SoundClick have been providing unsigned artists with venues to display and sell their music. However, WeMix.com says Mr. Bridge's star power will give it an edge.

"There aren't a lot of people like my partner in the world," said Matthew Apfel, MegaMobile TV founder, noting that it's expensive to acquire users, but with Mr. Bridges' reputation, promoting the company won't be a problem.

"Chris is the icing on the cake," said Mr. Apfel.

Mr. Bridges, known for hit singles that include "Money Maker" and "Saturday," has appeared in films such as Academy Award winner *Crash* and *2 Fast 2 Furious*.

## Celebrities

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COMPLEX WOMEN  
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Is there anything Ludacris *can't* do? Eight years after debuting as a rapper, he's transitioned into a successful dramatic actor with a healthy business portfolio. He's got a new album called *Theater Of The Mind* and three movies coming out this fall, but that's the least of his concerns right now. He's currently filming a new eco-friendly reality show called *Battleground Earth* with rocker Tommy Lee for the Discovery Channel. He's even found the time to launch a new social networking website called WeMix, which gives up and coming artists a platform to get discovered by the industry. But even with all the side-projects, don't get it twisted: he's still got a few tricks up his sleeve when it comes to hip-hop.

*Interview: Joe La Puma*

**Complex:** With record sales down, everyone seems to be looking for a new lane. Is that why you created WeMix?

**Ludacris:** Not necessarily. It was more [a response to] the ever-changing music industry on so many different levels. Not just record sales, but how records are made and how people are signed. We did it so people who never had A&R experience can go through all of these artists in the comfort of your own home. Now they'll have a demo right in front of you. Another reason is because people are manufacturing songs, and big labels are saying that people need to make a certain kind of song to be on the radio...I never wanted that to happen. I don't want that to happen. I want people to be able to make the kind of music that they want to make and be very happy about that.

**Do you attribute the drop in sales to that "manufacturing"?**

**Ludacris:** I attribute that to the consumer getting smart and not going out to buy albums from people that they think only have one or two good songs on their album. It's good that the consumer is getting smarter. To be honest, looking back, for the most part I feel that I've put out solid albums. You can say at least the majority of the albums have good songs on it, as opposed to there being only two or three good songs. My goal is to put out that perfect project where hands-down, the majority of

the people all agree that 100 percent, every track, every single song is all the way on point. If that happens, the consumer will continue to buy albums as opposed to particular songs of [iTunes](#).



In this Nov. 3, 2007 file photo, Ludacris arrives at the premiere of "Fred Claus" in Los Angeles. (AP Photo/Matt Sayles, file)

## Ludacris is busy building his resume

By MESFIN FEKADU – Jun 17, 2008

NEW YORK (AP) — Ludacris is following the footsteps of P. Diddy and Jay-Z with a laundry list of projects, including a Web site, acting gigs and a show on the Planet Green network.

"It's my responsibility with the power that I have to show different sides of myself, not only my freedom of speech," the 30-year-old rapper told The Associated Press in a recent interview.

Ludacris, who is based in Atlanta, recently launched WeMix.com, where aspiring musicians can upload material, collaborate with others and receive feedback.

"This is a site where you can get your music heard," he said. "You put your original music on here, you can get feedback, and this is a new way for music industry executives to sit in the comfort of their own homes and look for artists."

The Grammy winner said he remembers how hard it was "trying to get into the music game myself."

"What's most important is that they don't have any pressure from the outside world; they can (upload) their original content with no one telling them how their music should be," he said.

Ludacris, whose real name is Christopher Bridges, said he's found country and alternative artists he may add to his Disturbing tha Peace imprint, distributed by Def Jam Recordings. "We're actually looking to sign some artists from the site already," he said.

He added: "I do feel that now there are alternative ways of making money. You've got touring, ringtones these days, so everything balances itself. As long as we continue to put out good,

He added: "I do feel that now there are alternative ways of making money. You've got touring, ringtones these days, so everything balances itself. As long as we continue to put out good, solid music, we'll sell records."

Meanwhile, Ludacris and Tommy Lee will star in Planet Green's "Battleground Earth," a series of competitions between the rapper and the rocker to determine who's the greenest.

"Tommy Lee and myself were two people who didn't have that much knowledge of being eco-friendly at first," he said. "I signed on because I wanted to learn (and) teach others."

"We're learning about alternative fuels, recycling, solar panels, eco-barrels, everything that you could possibly imagine to try and save the planet," he said.

Ludacris — whose screen credits include "Crash" and "Hustle & Flow" — also appears in several upcoming films, including "Max Payne," starring Mark Wahlberg, and "RocknRolla," directed by Guy Ritchie.

His new CD, "Theater of the Mind," is slated for release in September.



## **Ludacris, MegaMobile TV Partner For WeMix.com**

March 20, 2008

Rapper Ludacris' Disturbing Tha Peace Entertainment has partnered with MegaMobile TV, LLC for a joint venture called WeMix.com.

WeMix.com is an online community of unsigned singers, rappers, songwriters, musicians and producers. The site helps users create music, collaborate digitally with fellow artists internationally and earn a chance to make new music by collaborating directly with artists like Ludacris.

While WeMix.com is slated to launch in late April, the site has already attracted more than 20,000 participants in its preview mode.

WeMix.com users can create their own page and submit their original songs, riffs and melodies. The WeMix community then votes for their favorite songs and artists, thereby organically discovering new music at a digital grassroots level.

The Web site's top performers will have the chance to collaborate with Ludacris and other acts, and the entire process will be captured as part of a series for the Internet and television. The WeMix.com site will also sponsor music-oriented contests with prizes for the top songs, rhymes, ringtones, lyrics and jingles.

WeMix.com artists can upload their creations and sell their work directly to consumers.


MegaMobile TV is a multi-platform content studio that creates formats for online, TV and mobile. The platform was created by television veteran Matthew Apfel, who created and co-executive produced E!'s "Gastineau Girls" docu-soap.

## Ludacris launches Web site, TV show

### STORY HIGHLIGHTS

- Ludacris branches out with a laundry list of projects, including acting gigs
- "I have to show different sides of myself, not only my freedom of speech"
- Aspiring musicians can upload material, collaborate with others on WeMix.com
- Ludacris and Tommy Lee will star in Planet Green's "Battleground Earth"

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TEXT SIZE  

**NEW YORK (AP)** — Ludacris is following the footsteps of P. Diddy and Jay-Z with a laundry list of projects, including a Web site, acting gigs and a show on the Planet Green network.



"It's my responsibility with the power that I have to show different sides of myself, not only my freedom of speech," the 30-year-old rapper told The Associated Press in a recent interview.

Ludacris, who is based in Atlanta, recently launched WeMix.com, where aspiring musicians can upload material, collaborate with others and receive feedback.

"This is a site where you can get your music heard," he said. "You put your original music on here, you can get feedback, and this is a new way for music industry executives to sit in the comfort of their own homes and look for artists."

The Grammy winner said he remembers how hard it was "trying to get into the music game myself."

"What's most important is that they don't have any pressure from the outside world; they can (upload) their original content with no one telling them how their music should be," he said.

"What's most important is that they don't have any pressure from the outside world; they can (upload) their original content with no one telling them how their music should be," he said.

Ludacris, whose real name is Christopher Bridges, said he's found country and alternative artists he may add to his Disturbing the Peace imprint, distributed by Def Jam Recordings. "We're actually looking to sign some artists from the site already," he said.

He added: "I do feel that now there are alternative ways of making money. You've got touring, ringtones these days, so everything balances itself. As long as we continue to put out good, solid music, we'll sell records."

Meanwhile, Ludacris and Tommy Lee will star in Planet Green's "Battleground Earth," a series of competitions between the rapper and the rocker to determine who's the greenest.

"Tommy Lee and myself were two people who didn't have that much knowledge of being eco-friendly at first," he said. "I signed on because I wanted to learn (and) teach others."

"We're learning about alternative fuels, recycling, solar panels, eco-barrels, everything that you could possibly imagine to try and save the planet," he said.

Ludacris — whose screen credits include "Crash" and "Hustle & Flow" — also appears in several upcoming films, including "Max Payne," starring Mark Wahlberg, and "RocknRolla," directed by Guy Ritchie.

His new CD, "Theater of the Mind," is slated for release in September.

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## Ludacris to Launch Online Music Community



Ludacris, his Disturbing Tha Peace label, and New York based production company Megamobile TV announced on Thursday (March 20) plans to officially launch their new joint venture—an online music creation community—this April. Wemix.com is described as a music creation community and user-generated record label. Community members will be able to create their own page and utilize the site's digital tools to create songs, riffs and melodies. The community then votes for their favorite content and top artists and producers will have the opportunity to work with Luda and other established artists on create an official commercial release. The whole process will be documented for a reality style series to air online and on television. The site will also offer aspiring artists and producers additional revenue streams such as merchandising, online advertising and SMS collaboration. "There's so much talent that never sees the light of day because of the traditional way we discover artists; I felt it was time to take music back where it belongs, in the streets and with the people," Luda said in a statement announcing the launch. "It doesn't matter what type of music you're into, at WeMix.com it's an open playing field. We want to hear everything that's out there and let the people guide us in deciding which new artists get their shot to collaborate with stars and record a song. Even if you can't sing or play an instrument, WeMix.com gives you the chance to make music and influence decisions through voting and reviews. It truly is the people's record company." Wemix.com has been in preview mode since January and has already attracted some 20,000 participants.

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June 9, 2008; Page R16

**A Ludacris Start-Up Idea**

Matt Apfel was so inspired by the portrayal of a petty drug dealer and pimp trying to bust into the music business in the movie "Hustle & Flow" that he quit his job a week after seeing the film to found WeMix LLC, a Web company that helps bring attention to undiscovered artists.

In the movie, the main character hopes to get his demo tape into the hands of a successful Memphis rapper, played by real-life rapper Ludacris. Staying true to the plot of the movie, Mr. Apfel reached out to Ludacris, to pitch his idea for WeMix. Ludacris was more than interested -- he wanted to be a co-founder, and contributed to the company's \$500,000 angel round of financing.

The premise of WeMix is straightforward: Users sign up, create an artist page and upload their original music. Members can offer feedback, collaborate on songs and vote for their favorites on the site. The performers who receive the most votes get a shot to turn their demos into real records by collaborating with star musicians like Ludacris.

The company plans to enter a revenue-sharing agreement with artists on the site. It also hopes to generate revenue through advertising and merchandise sales on the site. The New York-based company is talking to venture-capital firms and other potential investors about a new round of funding.

—Compiled by Scott Austin, editor of VentureWire, a newsletter published by Dow Jones & Co. (online at [VentureWire.com](#)), based on contributions from VentureWire reporters Tomio Geron, Timothy Hay and Ty McMahan. Mr. Austin can be reached at [scott.austin@dowjones.com](mailto:scott.austin@dowjones.com).

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## Daily Hip-Hop News:

### Ludacris Disturbs The Internet W/ New Website

written by Anthony Roberts

Ludacris has decided to reach back with a new website, catering to the needs of unsigned artists and producers from all musical genres.

Luda's Disturbing Tha Peace [Entertainment](#) has joined forces with MegaMobile TV, LLC, a multimedia company, to create *WeMix.com*, a music community and user-generated record label that allows unsigned singers, rappers, songwriters, producers and musicians of all types to get discovered.

The site will feature online tools that will allow users to create music and digitally collaborate with other artists, even Ludacris himself.



*WeMix*, which will officially launch next month, has already attracted over 20,000 aspiring artists while the site is in preview mode.

"There's so much [talent](#) that never sees the light of day because of the traditional way we discover artists; I felt it was time to take music back where it belongs - in the streets and with the people," Ludacris said via statement.

"It doesn't matter what type of music you're into, at *WeMix.com* it's an open playing field," he continued. "We want to hear everything that's out there and let the people guide us in deciding which new artists get their shot to collaborate with stars and record a song. Even if you can't sing or play an instrument, *WeMix.com* gives you the chance to make music and influence decisions through voting and reviews. It truly is the people's record company."

Artists will also have the opportunity to sell their music directly to consumers, connecting them with their potential fans. The site also has other arms of operation in the works including an online reality TV show and merchandise sales.

Potential artists and fans can preview the site by logging onto *WeMix.com*, with the official launch slated for late April.

NEWS

## Rap star Ludacris launches online record label Wemix

DAVID ADEWUMI | JUNE 9TH, 2008



Christopher Bridges, the rapper and actor better known as "Ludacris," has put his celebrity power into an online music community called **Wemix**.

The recently launched startup isn't your run-of-the-mill music site. It's a community for unsigned talent in the music industry — singers, songwriters, rappers, musicians and producers — who can register, create profiles and upload their original music. Users can offer tips and pointers, as well as collaborate on new songs. And recognition as a top performer on Wemix could get an artist a chance to collaborate with well known artists (like Ludacris himself) and jam out demos.

Ludacris teamed up with reality TV show creator Matt Apfel to launch the company, which is positioning itself as a record label of sorts.

In addition to listening to, rating, and remixing songs (such as the sample song by "Yung Pimp" below), users can follow updates from "Luda's blog," buy merchandise from the "Gear Garage," and share and watch videos on Wemix TV.

Wemix isn't going up against **MySpace**, **iLike**, **Ourstage**, and the like. It's focused on a specific genre of music — hip hop — and distinguishes itself by letting users mix and re-mix songs posted by other members of the community. Think, **Jamglue** for hip-hop, with much more star power.

The company is pitching itself as the next step in the record label process — where the community itself chooses which artists get the big break, although seemingly, this already happens as fans build communities on indie label sites like **Fuzz**, or gain oodles of traction on MySpace.

In his previous role as a reality TV show creator, Apfel launched shows such as "Band in a Bubble," and was also behind a stunt that featured the band "Cartel" recording an album in a glass house. He was inspired in part by the movie "Hustle and Flow," a movie Ludacris starred in, which moved the theater audience so much, that Apfel says, "cynical New York kids were standing up and cheering when music was being made."

A week later, Apfel quit his job and contacted Ludacris, and Wemix was born. In June of last year, Apfel and Ludacris raised \$500k in seed funding from friends and family — which Ludacris himself contributed to — and launched "The People's Record Label" this past January.

Apfel says that 57,000 original songs have been posted, and the site has 37,000 users. Many of the users have a heavy slant to rap music, and given Ludacris's background, it's not much a surprise.

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Ludacris' involvement is a boon for Wemix's marketing as well. After an appearance on E! Online where he mentioned Wemix, the site had 300k page views the same day, a low customer acquisition cost that Apfel calls "Luda Dollars."

But the user-generated record label of sorts is not without an old guard member — Chief Creative Officer Gary Fisher worked at Columbia records ("one of the guys who escaped Shawshank," Apfel says, laughing) and was in charge of video content and programming for all the Columbia brands.

In this new record label model, the users are the A&R (artist & repertoire, or the music scouts who find talent), while WeMix will be both the record label and the artist management, with the ability to split a publishing deal with its more talented artists. It's a strategy we've already seen labels use, scouring MySpace and YouTube for top artists. If Wemix grabs a user with 400k plays and teams him or her with a star like Ludacris and other famous musicians "to be announced shortly," it's almost certain the artist will have a hit single — online if not off.

People are always quick to criticize a celebrity foray into the web 2.0 business era. Remixing songs, however, especially for the hip hop genre, is a popular past time, and with tools like Apple's GarageBand and [Digidesign's ProTools](#) at the layman's disposal, the barrier to entry is much lower, potentially creating a niche market for Wemix and its rapidly growing fan base.

But Apfel, who's planning a reality TV show for Wemix artists via channels like BET, admits he doesn't have the future music business model nailed down either.

A lot of people will say they have *the* solution, I'm just saying I have *a* solution."

Wemix is currently in talks with VCs to secure another round of funding to the tune of \$3 to \$8 million.

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## Ludacris Officially Launches WeMix.com

Posted: 05/21/2008 by: [HHNLive.com](#)

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WeMix.com, a creation of Grammy Award Winning Artist Christopher "Ludacris" Bridges, Disturbing Tha Peace Entertainment, Inc. and MegaMobile TV, officially launched this week as the first user-generated online record label community by a major artist for unsigned talent.

WeMix.com, is an artist-centered, user-generated music creation and record label community. Featuring advice podcasts from top musicians and producers, mash-up tools where new artists can collaborate and give feedback, plus music creation contests to earn the opportunity to collaborate in-studio with top artists and be discovered, WeMix.com, provides unsigned-talent with access to information, resources and online and mobile tools to take control of their careers as professional artists early on.

Users who join WeMix.com create their own page and have the ability to submit their original songs, riffs and melodies. The WeMix community then votes for favorite songs and artists, thereby organically discovering new music at a grass-roots level. Top-rated performers become eligible to bypass the traditional A&R process and collaborate directly with Ludacris and other top music stars across all genres, thereby creating an entirely new way to launch a career – with the entire process captured as part of a series for web and television. All artists who join the WeMix community become part of this first-of-a-kind user-generated record label. In addition, the WeMix.com site will sponsor music-oriented contests with prizes for top songs, rhymes, ringtones, lyrics and jingles.



"The old way of making records is a thing of the past. A&R's, marketers, the radio game, million-dollar videos, predictable producers—this system makes it really tough for new blood or new ideas to raise to the top. Using WeMix allows new artists to get their voice heard," said WeMix Founder Ludacris.

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In addition to the plethora of features on the site including a mash-up tool that allows users to mix music while online, WeMix.com implemented an in-call network exchange application onto the site. This new application allows the WeMix artist community to use any phone as a microphone and lay down original vocals, tracks and beats anytime and instantly broadcast their recordings worldwide. Users can call in from any phone and record by dialing 888-LUDAMIX and access the service for free. To celebrate the launch of the site WeMix is introducing the WeMix In-Call Open Mic Throwdown. The competition is simple: the winner who records the best freestyle track on their WeMix Voice Mail will receive a \$500.00 cash prize. Rules of the contest can be found at [blog.wemix.com/whatsfresh/](http://blog.wemix.com/whatsfresh/).

"This is the first true online music community where the public can choose who and what they want to hear and – most importantly – play a meaningful role in how that music is created," said WeMix co-founder and Mega Mobile TV, CEO Matt Apfel.

"There's so much talent that never sees the light of day because of the traditional way we discover artists; I felt it was time to take music back where it belongs – in the streets and with the people," said Ludacris. "It doesn't matter what type of music you're into, at WeMix.com it's an open playing field. We want to hear everything that's out there and let the people guide us in deciding which new artists get their shot to collaborate with me and with other stars. Even if you can't sing or play an instrument, WeMix.com gives you the chance to make music and influence decisions through mashing, voting and reviewing. It truly is the people's record company."

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### THE NOTE THE BUSINESS OF DIGITAL MUSIC

## Ludacris backs crowdsourced music site WeMix

[Posted on May 21, 2008 - 7:01 PM]

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Many startups have developed novel mechanisms to apply **crowdsourcing** principles to the A&R process, but newly launched WeMix LLC is trying to extend its group-participation model all the way to the process of song creation. The company, which counts hip-hop star **Ludacris** as an equity stakeholder, offers remixing, DJing and mashup tools alongside the now-familiar "inverted A&R" model in which artists receiving the most votes rise to the top of the rankings. The payoff for the top-ranked artists? A chance to make a record with music professionals, including Ludacris himself.

Founded as a joint venture between the production companies operated by co-founder Matt Apfel and Ludacris, WeMix has accepted \$500,000 in angel money from unnamed individuals over the past year. Apfel, a veteran of reality television programming, envisions WeMix's Web site as one part of a multimedia, multi-channel approach, with the company eventually acting as a label that promotes its members' music in TV, films and advertising. He says WeMix expects to use television as a promotional channel, be it via an infomercial-type program or a full-fledged reality series.

WeMix's remix tools are still fairly primitive, but Apfel said it will eventually provide more advanced options like those offered by **JamGlue Inc.**, **Splice Inc.**, and similar sites. And while the site is currently dominated by hip-hop, Apfel plans a push into other genres, starting with rock and roll. He says he's begun having conversations with potential Series A backers, including venture firms and strategic investors but not music labels, and hopes to complete a round by the fall. Meanwhile, WeMix hasn't spent much on marketing itself — it's just asked Ludacris to spread the word, and he's never been shy about talking up his new projects. -- *Paul Bonanos*

See [April 1 post from Tech Confidential on crowdsourced A&R site Our Stage](#)



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## Ludacris Vies For Eco & Online Revolution

The Rapper/Actor Launches Wemix.com, Will Star On Discovery's Planet Green Network

NEW YORK, June 18, 2008

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Rapper Ludacris and rocker Tommy Lee star in the Discovery Channel's Planet Green Network show "Battleground Earth." (Courtesy, J Sharpe Agency PR)

(CBS) Rapper Ludacris is on a mission to save the planet and the music that revolves around it.

The 30-year-old Grammy Award winner, also known as Christopher Bridges, has unexpectedly teamed up with rock star Tommy Lee in an effort to save the planet and has launched a new Web site for aspiring musicians.

The rapper and rocker will star on the Discovery Channel's Planet Green Network series called "Battleground Earth," which will pit the two against each other in a variety of eco-friendly competitions to see who is the greenest.

[Photos: Top 10 Celebrity Do-Gooders](#)

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"The Discovery Channel launched a new channel: 24-hour programming geared towards helping people become more eco-friendly," Ludacris explained. "So, they chose two opposites from the music world - rock n' roll and rap."

"It's just a set of events and just competitions where my team and Tommy's team are up against one another and are basically along for the ride," Ludacris continued. "We are learning about becoming more eco-friendly and also teaching people with our celebrity about how they could do small things to change their lives and help save the planet."

[Photos: Celebrity Circuit](#)

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The "Crash" star and the Motley Crue rocker will compete in green challenges, such as bamboo hut building (which is especially useful for disaster relief) and solar-powered racing as they learn how to make overall changes to their lifestyles.

"Everything from recycling to solar panels to alternative fuel ... there are so many things to learn and every episode is about something different. So, you can say that we're pretty much up on our game when it comes to being eco-friendly," Ludacris said.

Ludacris isn't just trying to save the planet; he is trying to save aspiring artists from having their music be dictated by the often harsh music industry as well.

The green rapper has become a digital entrepreneur with the launch of [wemix.com](#), a community Web site that enables aspiring artists to upload and share their original music, vote and receive feedback.

"I teamed up with MegaMobile TV and my partner Matthew Apfel, just basically trying to give people their online music community, so they can put their original content on one site. So, it's almost like a virtual 'American Idol' to a certain degree," Ludacris said.

Along with this new venture, Ludacris is exploring the possibility of signing a country and alternative artist to his Disturbing the Peace record label, an imprint of Def Jam Records.

"You get a chance to work in the studio with the artists like myself and different producers," Ludacris said. "People can put whatever genre of music that they are in, whether it's hip-hop, country, jazz, blues, R&B. It's definitely an online revolution."



## Ludacris Gives Back

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"Only On The Web": Entertainer Ludacris sat down with CBSNews.com to discuss his new endeavors and how he got his start.

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## WeMix's Never-Ending Remix Contest. Collaborate with Ludacris.

May 22, 2008 — 11:36 AM PDT — by [Kristen Nicole](#) —



We've seen our fair share of celebrities that want to break out into the world of [online social networking](#). Typically these celebrities participate in a site that's related to their primary profession. It's no different with WeMix and one of its partners, Ludacris.

Unlike most other celebrity-featured social networks out there, you won't find an overwhelming emphasis or reliance on Ludacris' content, but there is enough to make site visitors aware. WeMix is an online community for unsigned music artists (singers, songwriters, producers, rappers) to meet with each other and collaborate. It's the collaboration feature that's key for WeMix, as it's being pushed as the major differentiating factor.

The collaboration tools are something I've wanted to see included in many of these niche music sites, and so far most of them have been pretty basic. I know that as professional musicians, the actual mixing of content should be done with the proper equipment. And while we're on the topic, it's important to note that WeMix's mashup tool is limited to video content that's been uploaded to the site, resulting in mashups that are reminiscent of the deservingly famous Sponge Bob & Soulja Boy remix—but less funny.

But for collaboration purposes, I'd really like to see better structured options for sharing content amongst the community members for the purpose of working towards a singular, revenue-generating goal. There's often licensing issues that intersect with such goals, and networks like SellABand are working their way around this to some degree.

WeMix is hoping to help out on this end as well, as artists on the site are unsigned and are looking for additional support from within the industry. Unfortunately, the actual collaboration tools aren't very developed, and won't get you much further than your MySpace page already does. Except for the fact that those artists with the most votes get a chance to turn their demos into records by collaborating with music notables like Ludacris (who else?).

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## Ludacris Interview



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### Ludacris Interview

By **Bill Heinzelman**

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"I do feel the artists can be more interactive with fans directly in the future because of the wave of the internet."

The way music fans are receiving and digesting media is changing. With record sales in a continual downward spiral, new online technologies, such as social networks and Web 2.0 trends, have now become a way for artists to directly interact with fans and promote their music. Looking to capitalize on the ever-changing music industry, Grammy award winning hip-hop artist, Ludacris, has announced his first digital business venture - [www.WeMix.com](http://www.WeMix.com). The community-based website allows aspiring artists to upload, create and mix their own music. Top-ranked performers may even win the opportunity to collaborate with Ludacris or other artists and producers. Looking to promote his new business venture, Ludacris spoke with UGO.com about WeMix.com and his upcoming album, *Theatre of the Mind*.



**UGO.com:** How did this new online venture, [www.WeMix.com](http://www.WeMix.com), come about?

**Ludacris:** Basically, it's my way of contributing to the ever-changing music industry and trying to put the music back into the people's hands. And what I mean by that is, people are able to put their original music [on the site] with no pressures of a major label and how they feel like music or songs should be done to be on the radio. It's just people's hearts and souls. [It's] really a way to get feedback on their music, because people are able to interact with each other through voice messages, emails and all of those things. It's just a place where people want to get their music heard, find producers [and] for new A&Rs to find talent. It's a music community and it's very well needed. We wanted to make sure we did something to make a music democracy in the world because of the ever-changing music industry. I feel like I'm doing my part with this website in trying to change the industry and put it back into the people's hands and not necessarily being so political.

**UGO.com:** Obviously, there are a lot of competing social networking websites. What differentiates WeMix?



**Ludacris:** What makes it stand out is the simple fact that there are so many people already gravitating towards it. I feel like we offer so many other things that certain websites don't offer, in regards to how the music is put on there, how people are able to interact, [and] the feedback they get. There are little incentives here and there, of course, with myself, other artists and producers making sure they listen in. Most importantly, we continue to upgrade it to make it better. All we do is cater to the user's needs. I think there are a lot of sites out there, but none of them react as fast to a user's needs as we do.

**UGO.com:** Do you use your personal relationships in the industry to make sure that A&Rs and producers really do check out the site?

**Ludacris:** Oh, I do it all the time. I let so many different people know. For instance, this is a good example; there is a producer on there, a young lady. I got to listen to some of her beats and she was saying how she loves Swizz Beatz. She modeled her whole producer career off of loving Swizz Beatz so much. When I tell Swizz something like that - which I did, I sent him an email and told him to check it out - it just makes it personal and brings joy to everyone's heart, [especially] for Swizz to hear somebody admire him so much. So to answer your question, yeah, I'm always doing it in ways like that. I'm sure there are people checking it out that I haven't personally contacted that are getting great feedback [as well].

**UGO.com:** Do you have any contests lined up where the winner will hop on a track with you or someone from the DTP roster?

**Ludacris:** Yeah, that's one of the incentives. Don't quote me on it, but generally speaking, people who get the most votes get the chance to work with artists like myself and other producers in the studio. So that's definitely a reason to put music on there.

**UGO.com:** I'm sure a lot of these aspiring artists don't have extensive studio experience. So if they won, it would take some work on your part to teach and mold them, right? It's not like you can say, "Okay, hop on the track and spit 16 bars."

**Ludacris:** Oh yeah, but some of the people on there are damn near ready, in my opinion. I'm on there all the time. I've left voice messages for artists and things of that nature, and I feel some of them are really good. You have to look at it from the perspective of some of these people would love to work in the studio with Ludacris. Shit, I might be a fan as much as them. It would be great to work with what they have.

**UGO.com:** In the past, artists needed the press to act as a middleman between them and the public. But now, with new web technologies, it seems as if artists are able to cut out the press and interact with the fans directly. In the future, do you see less of a need for typical press coverage, especially the magazine format?

**Ludacris:** I just think there will be different ways to getting to the fans. It's almost like how a lot of different magazines are struggling now because of the simple fact that there are a lot of virtual worlds and ways to get news right away from being online. So, yeah, I do feel the artists can be more interactive with fans directly in the future because of the wave of the internet.

**UGO.com:** What's next for you?

**Ludacris:** Next album is called *Theatre of the Mind*, it comes out in September. So I'm looking forward to that. Just like the name implies, it's just like a motion picture album.



**Ludacris:** Next album is called *Theatre of the Mind*, it comes out in September. So I'm looking forward to that. Just like the name implies, it's just like a motion picture album.

**UGO.com:** How so? What's the theme or direction in comparison to your last album, *Release Therapy*?

**Ludacris:** Man, it's kind of like all my albums put in one. But conceptually, it's just as the name implies - just great subject matter, context...if you've heard the song we leaked called "Let's Stay Together." That's the first song, talking about the climate of hip-hop and where we're at. I just think the way it flows together; it's just going to be great. It's almost like a totally different way to listen to music.

**UGO.com:** What producers are you working with on the album?

**Ludacris:** Man...that's kind of hard. You can say, Dre & Vidal, who produced "War With God" on the last album. Cannon from Atlanta. Icedrake, whose produced for me before. 9th Wonder - just to name a few.

**UGO.com:** With *Release Therapy* winning a Grammy for Best Rap Album, do you feel any added pressure to duplicate that success with *Theatre of the Mind*?

**Ludacris:** Man, I didn't feel pressure the first six years I didn't win the Grammy for Best [Rap] Album. Now that I've won it, it's either the same pressure or no pressure at all. I've just continued to put out good music regardless of any pressures that are put upon me.

**UGO.com:** Any thoughts or reaction to the Sean Bell verdict?

**Ludacris:** It made me want to 100 percent get deeply involved into the specifics of that trial and to help understand how it could be humanly possibly that the jury or judge could come to the conclusion that they came to.

# BALLER STATUS

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Words by Allen Starbury

Ludacris and his Disturbing Tha Peace label have announced a partnership with MegaMobile TV to form WeMix.com.

The new website is an online community comprised of unsigned singers, rappers, songwriters, musicians and producers -- which the company, via press release, says has all the tools to help users create music, collaborate digitally with other artists and, in cases, earn a chance to create new music by collaborating directly with top musical stars such as Ludacris.



"There's so much talent that never sees the light of day because of the traditional way we discover artists; I felt it was time to take music back where it belongs -- in the streets and with the people," said Ludacris, regarding his reasons for starting the community. "It doesn't matter what type of music you're into, at WeMix.com it's an open playing field.

"We want to hear everything that's out there and let the people guide us in deciding which new artists get their shot to collaborate with stars and record a song. Even if you can't sing or play an instrument, WeMix.com gives you the chance to make music and influence decisions through voting and reviews," he continued.

Via the site, users can create their own page and have the ability to submit their original songs, riffs and melodies. From there, the WeMix community votes for favorite songs and artists. Of the top performers on the site, if chosen, will have the chance to collaborate with Ludacris and other artists to be announced in the coming months to transform their song into a hit record.

WeMix.com is slated to launch in late April. To date, they have attracted over 20,000 artists, musicians and producers while in preview mode.

"This is the first true online music community where the public can choose who and what they want to hear and -- most importantly -- play a meaningful role in how that music is created," said Matthew Apfel, founder of WeMix and MegaMobile.

# Mobile Marketer

THE NEWS LEADER IN MOBILE MARKETING, MEDIA AND COMMERCE

## WeMix turns mobile into mic for artists

By Giselle Abramovich

June 18, 2008



*Recording those sweet nothings*

Rap artist Ludacris has teamed up with Disney-backed company VoodooVox to introduce WeMix.com, a music-creation community that uses mobile phones as microphones.

WeMix members use their mobile phones as a microphone and lay down original vocals, tracks, and beats and instantly broadcast original content recordings worldwide. A short advertisement placed by VoodooVox at the beginning and end of the recording session allows users to access the service for free.

"The site is optimized for the mobile phone," said Scott Hamilton, CEO of VoodooVox, San Francisco. "The majority of WeMix users are calling in from mobile phones to record their music.

"The mobile phone allows them to record at anyplace, at anytime," he said. "So, for example, say you are with friends and a beat comes to mind. You don't have to wait to get home to record - you can pick up your cell phone and dial in to WeMix via the VoodooVox application and record right then and there when the beat is fresh in your mind."

WeMix is a music-creation community and user-generated record label that enables unsigned singers, rappers, songwriters, musicians and producers to be heard and get discovered.

Artists who join the WeMix community and upload their creations can sell their work directly to the consumer. Top-performers can also become eligible to have songs produced by Ludacris, thereby opening up an entirely new way to launch a career outside of the traditional music hierarchy.

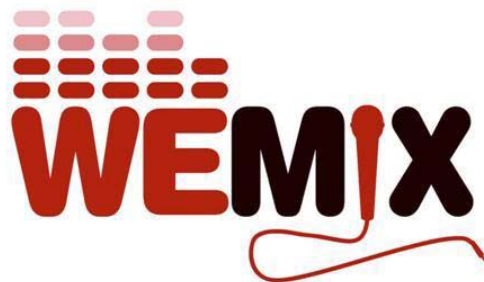
WeMix was created to simply give the music back to the people. That's the company's reason for being.

"It is a new way for unheard talent to get their name out there and get their music heard," Mr. Hamilton said. "The partnership is an introduction of a technology innovation - voice 2.0. People are now able to use their phones to record music.

"The partnership between WeMix and VoodooVox is an industry first," he said. "The technology will literally change any mobile phone into a microphone, which will be able to broadcast with YouTube-like scale.

"Most people have a mobile phone, so it will allow for a greater audience to create music. Music generation is no longer confined to the computer and recording devices."

*Associate Editor Giselle Abramovich covers ad networks, advertising, content, email, media, messaging, legal/privacy, search, social networks, television and video. Reach her at [giselle@mobilemarketer.com](mailto:giselle@mobilemarketer.com).*



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