

Tunes@Tuck

FOR IMMEDIATE RELEASE: January 27, 2004

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Hanover, N.H.—The music industry has undergone a massive change in recent years, but many chapters of the book are yet to be written. The Internet and supporting digital technologies have driven radical changes in the value chain for music, impacting everything from the production of music to its distribution and how it is enjoyed by the consumer.

On February 4, The Center for Digital Strategies at the Tuck School of Business at Dartmouth will sponsor a Tech@Tuck event titled, “Tunes@Tuck: Fresh Tracks for the Music Industry”. The event is open to the Dartmouth community.

Tunes@Tuck will consist of a Production Demo and Display as well as a panel discussion on the evolution of digital music and its impact on the future of music industry business models.

Panelists will include: Victoria Bassetti, Vice President, EMI Music; Peter Fader, Professor of Marketing, Wharton School; Wayne Rosso, CEO, Blubster; and Tim Schaaf, Vice President, Apple. The panel will be moderated by Jimmy Guterman, Technology/music writer for Business 2.0, Harvard Management Update and editor for a Ziff Davis Media newsletter.

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For more information about the Center for Digital Strategies at Tuck, visit www.tuck.dartmouth.edu/digitalstrategies.

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