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## **Warner Goes Digital**

*Warner Music Group is about to launch "E-Label"*

Warner Music Group has been developing a new online music-distribution mechanism that will rely on digital downloads instead of CDs. According to Edgar Bronfman Jr., Warner Music's chairman and CEO, the new mechanism will be called an "e-label," which will allow artists to release music in clusters of three songs every few months rather than a CD every few years. "Let's not hurt our credibility by blindly following party lines," Bronfman said "Clearly, content and technology both need each other and can benefit from each other", he added. The merge between the technology and entertainment industries will also lead to less pressure for huge commercial hits. The artists signed to the e-label will retain copyright and ownership of their master recordings