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Zune devices
Microsoft

[Will Free Zune Concerts Drive Adoption?](#)

Register today

Microsoft has announced a series of live events dedicated to hip-hop fans in Los Angeles, Chicago and New York. Via the [Zune Live at the BBQ concerts](#), Microsoft will permit fans to attend performances from Common, David Banner, UGK, Mos Def, Bilal, Clipse, Collie Budz, E-40, Cham, Large Professor free of charge. All that users will have to do is register in order to get the tickets. Made available in the U.S. on November 14, 2007, the Zune digital media player, failed to be the iPod killer it was expected to be. Moreover, Microsoft's own goals for the device involved shipping just 1 million items by June 30. And now, with the barbecue concerts, the Redmond company is aiming to further build the community around Zune. "These summer concerts are a great way for Zune to bring fans together with the artists they love," said Chris Stephenson, general manager of Global Marketing for Zune at Microsoft. "It's a way to show our appreciation to the hip-hop community for its support of the Zune brand and to bring the music to life for fans." "Live at the BBQ is helping to bring hip-hop back to a golden age where records were produced and iconic artists rose directly out of their local communities," said UGK member Bun B. "It's a chance to put singles, ringtones and industry hype aside and just get a bunch of our friends together for some great music and barbecue. Let's eat." Microsoft did manage to snatch some market share away from Apple in the 30GB digital media player range, but just approximately 10%. However, the Zune Marketplace is indeed evolving, and delivering in excess of 2.6 million song titles, proving to be a valid iTunes counterpart.