

Digital Club Network

The annual Digital Club Festival was first held in 1995. The brain child of former Irving Plaza owner and MOUSE founder Andrew Rasiej and Knitting Factory owner Michail Dorf, the festival has been a developing experiment in Web streaming technology and musical distribution. This year, the DCF took on a new significance as the soft launch for the Digital Club Network, a company devoted to offering live streams and other content of all participating clubs and bands. Partially funded by Carlin Ventures and supported by a list of marquee sponsors, include Intel, MTV and Yahoo, the DCN should be at full operation with all of its offerings functional by September.

Film Team

At the Knitting Factory, possibly the most digitized of the participating clubs, Mitch Goldman supervised a team of skilled lighting designers, camera operators, engineers, and directors. All four Knitting Factory performing spaces were outfitted with professional grade video cable and routed into the video suite, where Goldman oversees all aspects of filming. All multi-cam broadcasts are shot with Panasonic AJ-D210 cameras and recorded onto Panasonic DVCPPro video format. Interviews and low-light broadcasts are usually filmed with Sony 900 3chip digital

Information, CD, or MP3 Seeking Consumer

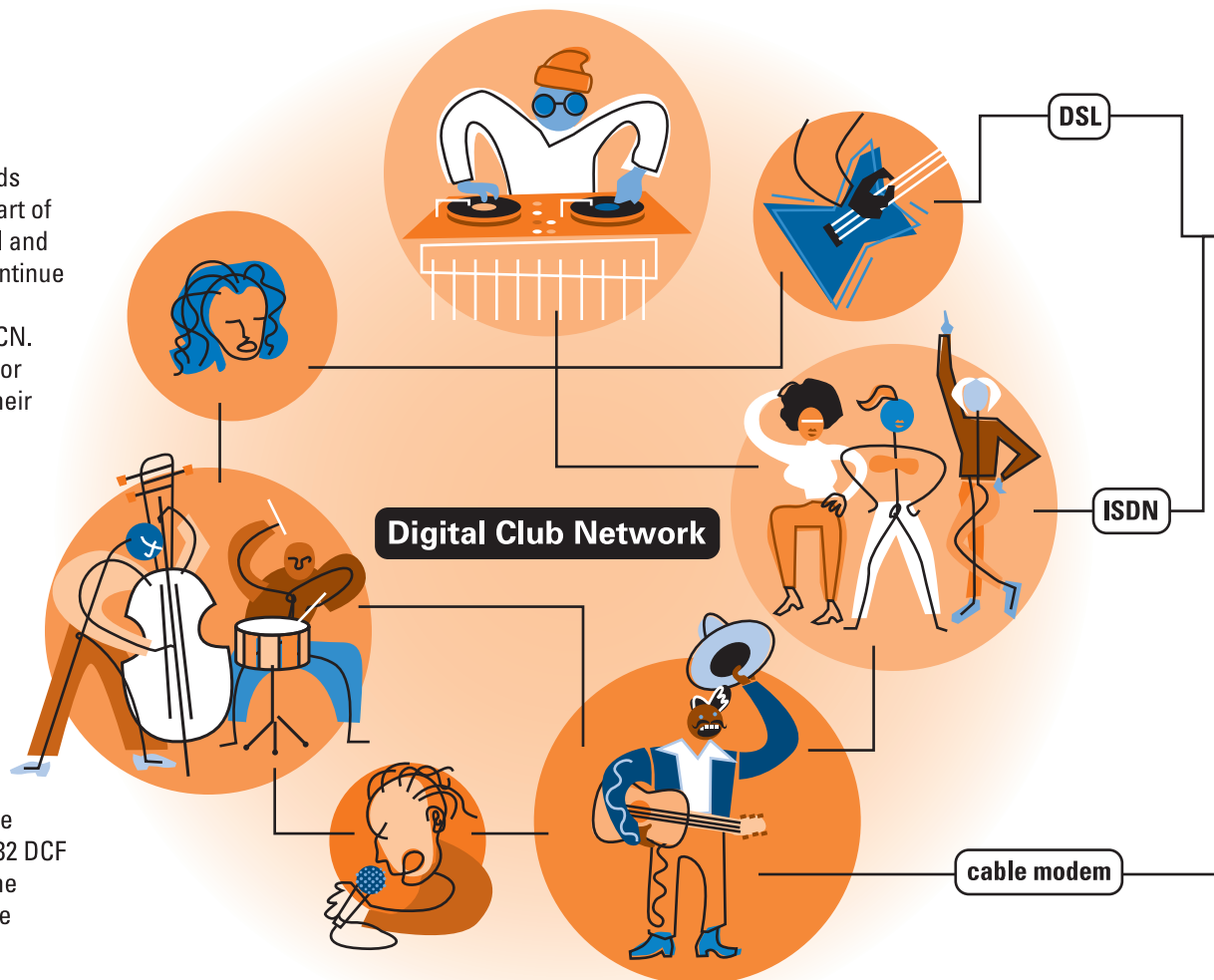
Users can access the interviews and music samples from the website at their leisure. Through partnerships with Insound and EZCD.com, CD e-commerce opportunities are only one click away. The content available on each band is updated as more bands join the Network and as more CDs and information

Bands

Approximately 300 bands played at 20 clubs as part of the Digital Club Festival and the digital clubs will continue to stream bands in conjunction with the DCN. Each band was asked for permission to stream their shows.

Live Viewer

During the DCF, approximately 14,000 individuals watched performances live at the participating clubs. 4,132 DCF passes were issued. The remaining viewers were walk-ins.



Live Interview, Band Information, MP3s and CDs

The DCN interviewed most participating bands and all interviews are available on the Networks site. Brief descriptions of the bands, sample MP3s, band URLs, and CD information were also retrieved from the bands.

Internet Team

Data is broadcast live using technologies like DSL, cable modem and three different types of ISDN-based video conferencing. All content is configured for Real G2 and Quicktime 4.0 players.



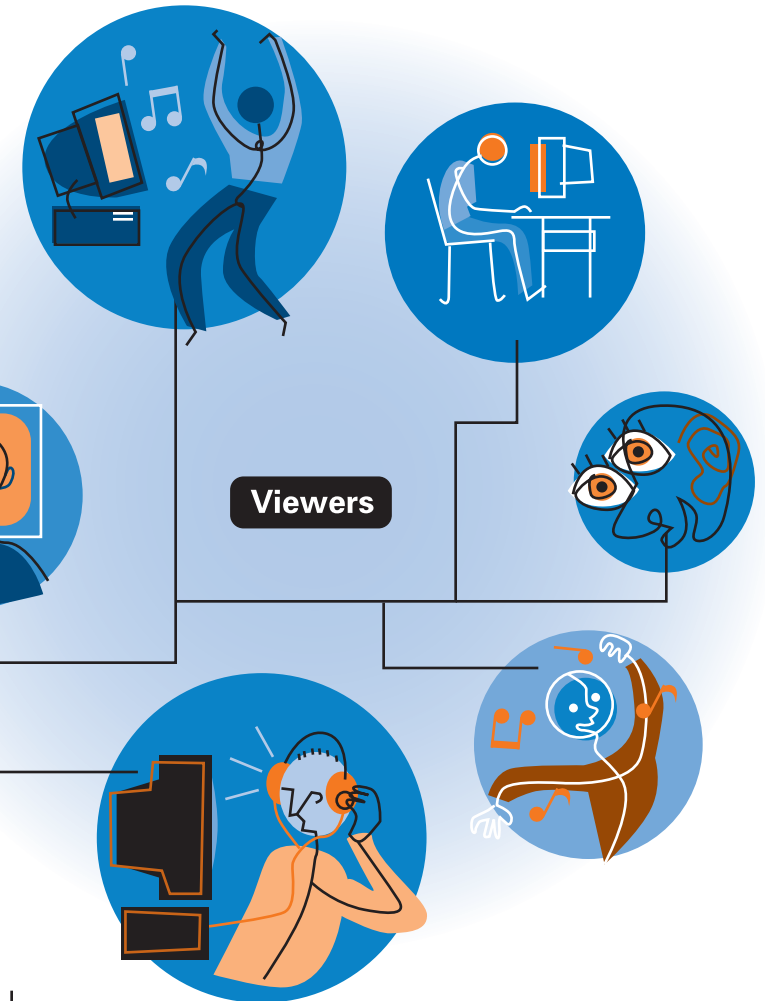
Website

The DCF website (located at <http://www.digitalclubfest.com>) is written entirely in Flash, and is generally pleasing to the eye, albeit somewhat clunky at times. All of the DCN's offerings are available on the site and DCN says that it has received almost 3.5 million pageviews.



Download Viewer

Weeks and months after a band performs, fans can log onto the DCN site and download their shows exactly as they were streamed. At least in theory; at press time not a single show was available for downloading.



Live Online Viewer

Of the 300 performances, 120 were streamed in full audio and video while the remaining 180 were broadcasted in audio. According to the DCN, 261,000 users requested streams during the week of the festival.



Digital Club Network and Programmers

From its one room offices in Manhattan, the DCN has 10 in-house employees and three employees working with the digital clubs to upgrade and install streaming technology.