Subject: Napster
Posted by Wayne Parham on Thu, 03 Nov 2005 00:18:58 GMT
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Have you noticed the Napster commercials lately? I'm not sure what they're doing, but it sounds like they may be taking a posture similar to commercial broadcast radio. That's a business model that makes usage "free" to the public by being funded by advertisers. The media that is played gets exposure, and so the authors want it to be broadcast. Program owners don't lose any rights but gain exposure and the broadcasters are able to operate on revenues brought in by advertising. Seems pretty cool, and I wonder if Napster is positioning itself to do something like that now.