

Music Business Internet Guide, Inc.

330 West 55 St. #1G New York, NY 10019
 (212)333-7917 Fax: (212)713-0671
 e-mail: webmaster@mbig.com
www.mbig.com



In 1976, when "New On The Charts" was first established, the research was done on 3x5 index cards, typed on an IBM Selectric typewriter, and photo reduced to print the publication. With the introduction of the personal computer in the mid-80's the newsletter took a giant step forward in the depth of information we could provide. At that point we added both the Country and R&B charts to our coverage and soon thereafter began to include fax numbers with the address and phone information. We've also been able to provide an expanded array of computerized directories and mailing lists. For the past ten years though, the format 'look and feel' has remained basically the same as new sections such as the expanded "Who's Who" features and the *Soundtrack Newsletter* have been added. But 'the times, they are a changin'...

We believe that the development of the Internet and the World Wide Web is every bit as revolutionary as the advent of the personal computer. However, its relatively spontaneous growth resulted in organizational problems. In layman's terms... it's really hard to find things. The existing search engines like Yahoo!, Excite!, or Infoseek, search by matching your requests with a string of letters or words. For example, if you wish to find all the Web sites that deal with 'music,' the existing search engines will browse through every home page on the Internet looking for the word 'music.' They will then note how many matches were found and list them for you. Though this type of 'string search' is good for locating either a specific name or a mass of information on a given subject, it's not appropriate for filtering that information to make it practical to use.

Three years ago we began working on a database driven search engine designed specifically for the music business called the Music Business Internet Guide (www.mbig.com). Starting with all the information developed over the past 14 years for "New On The Charts," we then set up a scholarship program for college students to add information to our database. With over 250 colleges now participating, we've had literally thousands of students throughout the country adding information. Finally, this month we are about to open the first beta version of our **Public Search** engine.

What this means is, the public will be encouraged to use our site as *THE PLACE TO START* for finding anything music related on the Internet by either TYPE of company, GENRE of music, or GEOGRAPHICAL location. At present our company TYPES include:

ACC = accounting, financial services
AD = advertising, marketing, merchandising
ART = graphic artist, photographers, fashion
BK = booking agencies
COMP = computer services, music software
DAN = dancer, choreographer
DIR = directories, lists
DIS = distributors, shipping, couriers
EQU = equipment, sound, lighting
FILM = producer, director, music supervisor
LAB = major labels, indies, major distributed
LAW = lawyers, legal services
LIB = libraries, music, print
LIVE = concert promoters, clubs, festivals

MAN = personal managers, business managers, road
MISC = miscellaneous
MUS = musician, composer, recording artist
ORG = organizations, unions, societies
PRESS = magazines, fanzines, public relations
PROD = audio producer, engineer, mixer
PUB = music publisher, print, publisher services
RAD = radio stations, services
RET = retail sales music, merchandise
STU = audio/video studios, services
TOUR = tour support, cargo, travel services
TV = television related
VID = music video related
WEB = webcasters

And this is only the beginning! Along with this **Public Search** area, we are also building a **Professional Search** area for industry professionals only. This is where *YOU*, our subscribers will be able to search through our archives of over 30,000 music video titles and over 20,000 charted records, cross-referenced to the companies and artists related to each, with contacts listed wherever possible. Furthermore, this entire **Professional Search** area is completely relational. This means, for example, you might start with a booking agency like QBQ, where Billy Joel will be listed as an artist/client, and link to Billy Joel where his label and manager and all the titles he's had on the charts will be listed. You can then click on one of those titles and find the producer, click on that producer and get his credits and contacts, and so on. We expect to have this **Professional Search** area up and operational within the next two months.

Along with all of the above, a complete overhaul of "New On The Charts" is also underway. This will involve LARGER TYPE and more Internet related information. You'll be receiving more information on this shortly.

But right now... if you have Internet access and if you haven't done so already, please go to www.mbig.com and REGISTER YOUR COMPANY. Then watch for the opening of our **Public Search** engine, now targeted for October 15.