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Online Marketing Report

Section 1: New Media
Section 2: Digital Retail
Section 3: Online Lifestyle

Each section sorted alphabetically by company name.

Mochipet

Microhonepet

(Daly City Records)



Section 1: New Media

a) Active

Artist Direct	Report Status	Active
www.artistdirect.com		
Notes: Featured 3 MP3s, all on the front page. 2 of the "Hot Songs" in the Electronic section! Screen shots attached to reports		
Link: http://www.artistdirect.com/nad/music/artist/card/0,,2750173,00.html		
Beat Register	Report Status	Active
http://thebeatregister.blogspot.com		
Notes: Posted MP3s and show info		
Link: http://thebeatregister.blogspot.com		
Better Propaganda	Report Status	Active
www.betterpropaganda.com		
Notes: Featured 3 MP3s on front page.		
Link: http://betterpropaganda.com/artist_page.aspx?id=799		
Buzznet	Report Status	Active
http://www.buzznet.com/		
Notes: Sent Physical CD. Posted MPFREE.		
Link: http://www.buzznet.com/web/music/journals/label/music-mp3/entry/2255671/mpfree-mochipet-sharp-drest/		



Mochipet

Microphonepet

(Daly City Records)



Cause=Time

Report Status **Active**

Notes: Posted Jamie Lidell Remix

Link: <http://julioenriquez.blogspot.com/2008/04/jamie-lidell-remix-heres-little.html>

Comfort Comes

Report Status **Active**

www.comfortcomes.com

Notes: Posted Album Review.

Link: <http://comfortcomes.com/?page=reviews&id=2212>

Consequence of Sound

Report Status **Active**

<http://consequenceofsound.com/>

Notes: Posted MP3. Posted news story, announced tour.

Link: <http://consequenceofsound.com/2008/02/29/mp3-remix-friday-mixtape-iv/>

<http://consequenceofsound.net/2008/04/03/mochipet-preps-tour-releases-remix/>

Cosmos Gaming

Report Status **Active**

www.cosmosgaming.com/

Notes: Posted Album Review.

Link: <http://www.cosmosgaming.com/articles.php?id=1211&articletype=review>

Fat Planet

Report Status **Active**

<http://www.fatplanet.com.au/blog/>

Notes: Received Press Release.

Link: <http://www.fatplanet.com.au/blog/2008/02/27/girls-love-his-breakcore-taiwans-mochipet-drops-microphonepet/>

FluoKids

Report Status **Active**

<http://fluokids.blogspot.com/>

Notes: Posted MP3 5/16.

Link: <http://fluokids.blogspot.com/>

GBH.tv

Report Status **Active**

www.gbh.tv

Notes: "I LOVE the Claude vonStroke and Mochipet blend/edit/remix/whatever. I've been bumping it on East Village Radio/GBH Radio for about two weeks now. Posted Heavy Metal Tour Mix! Posted Album Review.

Link: <http://www.gbh.tv/mp3/mainpage2.html> , <http://www.gbh.tv/reviews3.html#mochipet>



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Get Weird Turn Pro

Report Status **Active**

getweird.wordpress.com/

Notes: Posted News Story Announcing Album. Posted MP3. Posted Remix contest info.

Link: <http://getweird.wordpress.com/2008/02/27/microphone-mochi/>, <http://getweird.wordpress.com/2008/04/02/feelgood-remix/>, <http://getweird.wordpress.com/2008/05/16/mochipet-remix/>

Hellthy

Report Status **Active**

<http://www.bigcontact.com/hellthy>

Notes: Posted MP3.

Link: <http://www.bigcontact.com/hellthy/hope-again-feat-mykah9-and-taiwankid>

Herohill

Report Status **Active**

www.herohill.com

Notes: Album Review.

Link: <http://www.herohill.com/2008/04/quick-hitters-mochipet-microphonepet.htm>

I Heart Comix

Report Status **Active**

<http://www.iheartcomix.com>

Notes: Sent Physical CD. Got the cd. Posted MP3 and full posting.

Link: <http://www.iheartcomix.com/blog/franki/mochipet-feat-oonceoonce-eriksolo-meanest-man-contest-sharp-drest>

Lost At Sea

Report Status **Active**

www.lostatsea.net

Notes: Posted MP3. Posted Album Review.

Link: <http://www.lostatsea.net/review.phtml?id=50053281147e8c9958547f>

Modyfier

Report Status **Active**

<http://modyfier-modifying.blogspot.com/>

Notes: Posted Tour Mix.

Link: http://modyfier-modifying.blogspot.com/2008/03/blog-post_13.html

NeuFutur

Report Status **Active**

<http://www.neufutur.com>

Notes: Posted News Stories.

Link: <http://neufutur.com/?p=2296>

<http://neufutur.com/?p=2037>



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Palms Out

Report Status **Active**

<http://palmsout.blogspot.com/>

Notes: Posted MP3. Posted remix contest info.

Link: <http://palmsout.blogspot.com/2008/04/remix-sunday-108.html> , <http://palmsout.blogspot.com/2008/05/remix-sunday-114.html>

Pitchfork Media

Report Status **Active**

<http://www.pitchforkmedia.com>

Notes: Sent Physical CD. Included in Upcoming Spring Releases Article

Link: <http://www.pitchforkmedia.com/article/news/49516-the-pitchfork-guide-to-upcoming-releases-spring-2008>

Pitchfork.tv

Report Status **Active**

www.pitchfork.tv

Notes: Pitching Video.

Plug One Mag

Report Status **Active**

www.plugonemag.com

Notes: Posted News Story.

Link: <http://www.plugonemag.com/news/coming-soon/mochipet-assembles-microphonepet.html>

Pop Matters

Report Status **Active**

www.popmatters.com

Notes: Requested and confirmed review!

Prefix Media

Report Status **Active**

www.prefixmag.com

Notes: Sent Physical CD. Posted review

Link: <http://www.prefixmag.com/reviews/mochipet/microphone-pet/17887/>

RCRD LBL

Report Status **Active**

<http://RCRDLBL.com/>

Notes: Mochipet post on RCRD LBL!

Link: http://rcrdlbl.com/artists/Mochipet/download/Sharp_Drest

Resident Advisor

Report Status **Active**

<http://www.residentadvisor.net>

Notes: Event announcement.

Link: <http://www.residentadvisor.net/event-detail.aspx?id=48582>



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Scene Point Blank

Report Status **Active**

www.scenepointblank.com

Notes: Posted News Story

Link: <http://www.scenepointblank.com/news/4940>

Spinner

Report Status **Active**

www.spinner.com

Notes: Sent Physical CD. Posted MP3 of the Day! Pitched RPM Feature. "We are down. Please send two copies to our LA address". PITCHING VIDEO.

Link: <http://www.spinner.com/2008/02/19/mochipet-get-your-whistle-wet-featuring-the-hustle-heads-fre/>

The Music Slut

Report Status **Active**

<http://musicslut.blogspot.com/>

Notes: MP3 post

Link: <http://musicslut.blogspot.com/2008/04/world-of-b-sides-rarities-606.html>

The Stranger

Report Status **Active**

www.thestranger.com

Notes: Posted show preview.

Link: <http://www.thestranger.com/seattle/Content?oid=572880&ms>

Urb

Report Status **Active**

urb.com

Notes: Sent Physical CD. "Sure, I'll get it assigned" Posted Album Review.

Link: <http://www.urb.com/reviews/cd/feature.php?ReviewId=587>

VBS.tv

Report Status **Active**

Notes: Pitching video.

Xlr8r

Report Status **Active**

xlr8r.com

Notes: Sent Physical CD. Named in Weekly Top 10! Posted Album Review.

Link: <http://www.xlr8r.com/news/2008/02/top-10-dizzee-rascal-matthew-dea>

<http://www.xlr8r.com/reviews/mochipet/microphonepet>



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XLR8R

Report Status **Active**

www.xlr8r.com

Notes: Posted 'Hope Again' and 'Hope Again' edIT remix' MP3. Posted Jamie Lidell Remix.

Link: <http://www.xlr8r.com/mp3/2008/03/hope-again-feat-mykah9-and-taiwa>

<http://www.xlr8r.com/mp3/2008/03/hope-again-edit-remix> , <http://www.xlr8r.com/mp3/2008/04/little-bit-feel-good-mochipet-re>

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Section 1: New Media

b) Pending

Report Status **Pending**

Notes: Sent Physical CD. Got it but hasn't peeped fully.

17 Dots

Report Status **Pending**

<http://17dots.com/>

Notes: Sent Physical CD.

24 Hours

Report Status **Pending**

<http://2-4-hours.blogspot.com/>

Notes: Pitched Mochi Mix

75 or Less

Report Status **Pending**

<http://www.75orless.com/>

Notes:

Allez-Allez

Report Status **Pending**

<http://www.allez-allez.co.uk/>

Notes: Pitched Mochi Mix

Analog Giant

Report Status **Pending**

<http://analoggiant.blogspot.com/>

Notes: Haven't checked it yet

Badical Beats

Report Status **Pending**

www.badicalbeats.com

Notes:

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Big Stereo

Report Status **Pending**

<http://this.bigstereo.net/>

Notes: Would be interested in running a remix contest down the road

Can You See the Sunset from

Report Status **Pending**

<http://www.canyouseethesunset.com/>

Notes:

Chicagoist

Report Status **Pending**

chicagoist.com

Notes:

CMJ New Music Monthly

Report Status **Pending**

www.cmj.com

Notes: Sent Physical CD. Pitched for free-load

Creative Loafing

Report Status **Pending**

CreativeLoafing.com

Notes:

Crown Dozen

Report Status **Pending**

<http://crowndozen.com/main/index.shtml>

Notes:

Current TV

Report Status **Pending**

Current.com

Notes:

Drowned In Sound

Report Status **Pending**

www.drownedinsound.com

Notes: Out for possible review. Writer will get back to us

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Dusted Report Status **Pending**

dustedmagazine.com

Notes: Sent Physical CD. Still considering.

Ear Fuzz Report Status **Pending**

earfuzz.com

Notes:

Filter/HM/Flaunt Report Status **Pending**

Notes:

imageyention/Okayplayer Report Status **Pending**

<http://www.imageyention.com/>

Notes:

Instrumental Analysis Report Status **Pending**

<http://instrumentalanalysis.blogspot.com/>

Notes:

LA Times Report Status **Pending**

Notes:

LA Weekly Report Status **Pending**

www.laweekly.com

Notes: Requested CD 2/26.

last.fm Report Status **Pending**

www.last.fm

Notes:

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lawrence.com

Report Status **Pending**

Notes:

Loose Record

Report Status **Pending**

<http://www.looserecord.com/>

Notes:

Los Anjealous

Report Status **Pending**

www.losanjealous.com

Notes:

LTLMTN

Report Status **Pending**

www.ltlmtn.com

Notes:

Macktronic

Report Status **Pending**

macktronic.blogspot.com/

Notes:

Music for Robots

Report Status **Pending**

<http://music.for-robots.com/>

Notes:

Music for Robots

Report Status **Pending**

<http://music.for-robots.com/>

Notes:

Nialler9

Report Status **Pending**

Nialler9.com

Notes:

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NY Times

Report Status **Pending**

www.nytimes.com

Notes:

Rap Reviews

Report Status **Pending**

<http://www.rapreviews.com>

Notes:

Readymade Mag

Report Status **Pending**

readymademag.com

Notes:

Resonator

Report Status **Pending**

Resonatormag.com

Notes:

Rhadish

Report Status **Pending**

Rhadish.com

Notes:

Scatalogics

Report Status **Pending**

www.scatalogics.com

Notes:

Space City Rock

Report Status **Pending**

www.spacecityrock.com

Notes:

Spanning Time

Report Status **Pending**

<http://spanningtime.blogspot.com/>

Notes:

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Spin	Report Status	Pending
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www.spin.com

Notes: Sent Physical CD.

Spin	Report Status	Pending
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www.spin.com

Notes: Sent Physical CD. Yeah, the disc looks interesting -- I put it aside for further review.

Spin	Report Status	Pending
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www.spin.com

Notes:

Surviving The Golden Age	Report Status	Pending
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<http://survivingthegoldenage.blogspot.com/>

Notes:

The Broke BBoys	Report Status	Pending
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<http://brokebboys.wordpress.com/>

Notes:

Tiny Mix Tapes	Report Status	Pending
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www.tinymixtapes

Notes: Sent Physical CD. Looking at possibly reviewing this for Tiny Mix Tapes or DrownedinSound, i will let you know.

Tiny Mix Tapes	Report Status	Pending
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Notes:

Tiny Mix Tapes/Pop	Report Status	Pending
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www.tinymixtapes.com

Notes: Sent Physical CD. "You bet your ass I did. It's great. I'll be reviewing it for TinyMixTapes, for sure."



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Trash Menagerie

Report Status **Pending**

<http://www.trashmenagerie.com/blog/>

Notes:

Urb

Report Status **Pending**

urb.com

Notes:

urb.com

Report Status **Pending**

www.urb.com

Notes:

Warner Bros.

Report Status **Pending**

Notes:

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Section 1: New Media

c) Passed

All Hip Hop

Report Status **Passed**

www.allhiphop.com

Notes: Sent Physical CD. Got it but don't think we'll review

Pitchfork Media

Report Status **Passed**

<http://www.pitchforkmedia.com>

Notes: Pitched "Sharp Drest" MP3 to Forkcast. Passed on forkcast

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Section 2: Digital Retail

a) Active

iTunes Music Store

Report Status **Active**

itunes.com

Notes: Sent Physical CD. Front Page Electronic New Releases Placement on week of release.

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Section 2: Digital Retail

b) Pending

Amazon.com

Report Status **Pending**

www.amazon.com

Notes: I will be checking for this

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Section 3: Digital Lifestyle

a) Active

Amoeba Records

Report Status **Active**

www.amoeba.com

Notes: Thinking about a nice write up for Mochi on the Amoeba blog. I will let you know. Posted Mochi interview.

Link: <http://www.amoeba.com/blog/2008/05/jamoeblog/billy-jam-s-hip-hop-round-up-of-the-week-emmanuel-jal-.html> , <http://www.amoeba.com/blog/2008/05/jamoeblog/mochipet-daly-city-records-amoeblog-interview.html>

Brandracket

Report Status **Active**

www.brandracket.com

Notes: Pitched for American Eagle and Gamefly websites. Posted MP3 on Jensen Audio webpage. Pitching for Corona promo.

Link: http://mobile.jensen.com/jensen/JensenInfo.do?ACTION_TYPE_ID=ACTION_TYPE_BRAND_RACKET

DMX Music Service

Report Status **Active**

www.dmxmusic.com

Notes: Added "Girls and Boys and Toys", "Get Your Whistle Wet", "Ride On", "Do What You Feel" into Nike Town Stores/factory rotation!

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Section 3: Digital Lifestyle

b) Pending

Urban Outfitters

Report Status **Pending**

Notes: Sent Physical CD.