

WARE INTERACTIVE

by Sean LaRose

CRTC public documents are now available on the Internet. Beginning early April, net surfers had access to the CRTC public documents through its dedicated World Wide Web server. The documents are accessible in both official languages, from a Table of Contents Hypertext links, thus allowing users to browse through sections and follow a point of interest along its links to other cross-referenced areas of the table of contents. The media and members of the public are able to easily consult CRTC news releases, current public notices and other announcements, as well as general background information on the Commission, fact sheets and decisions on specific broadcasting and telecommunications issues, Canadian legislation governing these two industries, and approved industry codes. The CRTC's Internet address is:

<http://www.crtc.gc.ca>

Elvis makes multimedia debut. Not the Elvis, but Elvis Costello And The Attractions, will be performing in a first-ever live satellite concert and multimedia event that will be broadcast worldwide. The performance, scheduled to coincide with the May 9 release of his new album Elvis Costello's Kojack Variety, will take place Wednesday, May 17 at the Empire Shepherds Bush Theatre in London with special guests expected to participate. AAA, AOR, Alternative and college radio stations around the world will be carrying the show which begins at 7:00 p.m. pacific time (10:00 p.m. eastern time). In addition to the live performance Costello will be available on Warner Bros. Records weekly interactive talk show Cybertalk an hour before the show. This special edition of Cybertalk will be carried on both American Online and Compuserve. Subscribers will be able to talk to Costello live via their computers as well as download soundbytes and artwork from the new record prior to the concert.

Warner Music Canada hosts post-Juno party

via the internet. Following the glitzy award ceremony at Hamilton's Copps Coliseum, Warner invited selected guests as well as net surfers to enjoy their post awards celebration. Fans were able to access the party via the net and text-talk to the many notable Warner artists that attended the bash. A few of the artists available were Odds, The Killjoys, Rheostatics, Patricia Conroy, Waltons and Warner's most recent addition, Colin James.

Elton John's interactive. PolyGram promo-rep Gerry Vogel recently dropped off their latest interactive press-kit entitled Elton John - Made In England Interactive. Keeping in mind this interactive release is supposed to be informative rather than entertaining, this interactive press-kit enjoys the best of both worlds. Besides some surprisingly good graphics from a 3 1/2 disc, everything you want to know about John's recording history is available at your fingertips, as well as Made In England information, tour dates, interview bits and a complete discography. In comparison to the traditional press-kit, this particular offering can keep you busy for quite some time and that part of it is both entertaining and enlightening. The kits is available in both Mac and IBM compatible formats.

Duran Duran another first. Another Internet first was devised by Capitol Records New Media with the release of the Play Duran Duran Internet Lottery Game. This particular lottery doesn't involve scratching tickets, drawing numbers or spinning a wheel. Play Duran Duran allows Internetters to send lottery tickets with personal

messages and Duran Duran digital music clips to one another world wide, as well as the chance to win prizes in celebration of the internationally renowned new album by the band, Thank You (released in early April). Play Duran Duran includes 11 individual digital lottery tickets -- one for each song on the album -- each designed with artwork for the Thank You project. An Internet user can choose a ticket and send it digitally to a fellow internet surfer. When recipients download the tickets, they find out if they've won one of the Duran Duran prizes, which are given away daily. Winning tickets are selected randomly via a computer generated process, with daily winners drawn over the next three months. Play! Duran Duran is accessible now at:

<http://caprec.com>

CFNY the Edge, recently unveiled its latest initiative 102.1 the Edge on the World Wide Web. CFNY is the first radio station in Toronto to be accessible on the Internet and offers surfers the following programs; Thursday Thirty, Live in Toronto, the Indie Hour and The Humble and Fred morning show as well as e-mail addresses for all 102.1 the Edge personalities and programs. As well, users are able to download pictures of visitors to the Edge including GreenDay and Trent Reznor. In the coming weeks audio clips and Humble and Fred Screen savers will be available. The CFNY 102.1 address is:

<http://www.passport.ca/edge>.

MCA and Shoestring pact distribution agreement

MCA Records Canada and Shoestring Publishers recently announced a unique distribution agreement which is effective immediately. Under the terms of the agreement MCA will have exclusive rights for distribution of CD-ROM based software titles produced by Shoestring Publishers in all markets across Canada.

Shoestring Publishers (a division of Shoestring Holdings LTD.), a Victoria, B.C. based company, is poised to take advantage of the exciting and forever-growing CD-ROM, multimedia arena. Shoestring is dedicated to stand out amidst the plethora of developers that rely on quantity rather than quality of product.

MCA Records Canada has played a significant role in bringing interactive technologies such as CD-ROM, 3DO, CD-i, Nintendo and Sega to the attention of the record and video sectors for the past three years and solidify their position as an industry leader with this agreement. MCA's vice-president of sales, Randy Lennox feels, "Having a company such as Shoestring represented by MCA is an indication of where the future of the industry lies. CD-ROM is a natural fit for the established retail

environments of the entertainment industry. This type of quality product deserves the benefit of our best distribution efforts in a national marketplace."

Currently, MCA and Shoestring are working on the release of The Cuckoo's Gift which is the first in the Celtic Wonder Tales series as told by Will Millar of Irish Rover Fame. Cuckoo's Gift is an animated page by page enchanted story, accompanied by original Celtic music of olde, designed to entertain both the young and old. Even those who don't have a CD-ROM drive can listen to the tale unfold on any audio CD player and read along in the softcover book adorned by Canadian artist Bill McKibbin's original watercolour paintings.

Shoestring are also presently developing At Bat CD-ROM produced by Jambone Comics of Vancouver. The eye-catching interactive comic book is expected to delight children with fun, thus diverting them from the educational theme. Both of the above titles of available in Mac and IBM compatible formats.

The future plan of Shoestring, with regards to it distribution agreement with MCA, is to cultivate the artists represented by MCA and its affiliated labels. In addition to the development of various CD-ROM titles for the 2.94 million installed CD-ROM units in Canada, Shoestring plans to develop titles for other platforms that include Ultra 64 (Nintendo's new 64-bit system) and 3DO.

Shoestring Publishers president, Dave Larose shares Lennox's excitement with regards to the new distribution agreement "I believe that our road to success with be through the synergistic relationship with MCA Records Canada. Their interest in sharing their artists makes Shoestring's future very exciting-and busy."



Warner Music Canada went on-line at their post-Juno party, as various staffers, artists and guests jumped onto the info highway to share party highlights and touring and recording information with fans. Pictured are an unknown guest, the Killjoys' Mike Treblicock, another unknown guest, Warner's Mike Peters, Waltons' Jason Plumb and Steven Drake of Odds.