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New Website Returns Power to the Artist

Local Band on Demand, a new web 2.0 application developed specifically for musicians and their fans, hit the Internet Wednesday, March 3, 2011. The website provides artist a platform to sell their mp3 downloads directly to their fans. Though there are a handful of other websites offering similar services, LBOD is different because it organizes music geographically. "Think iTunes meets Craigslist," co-founder Lisa Levad explains. The calendar feature allows bands to develop a strong fan base by reaching their local audience.

When users select a location to explore, the site directs them to a local gig calendar. The profile of bands with a gig posted for that day will appear on the LBOD front page. Users can review the band's information, and even listen to thirty second samples of their music. If they like what they hear, mp3s can be purchased directly off the site. The user can feel good about the transaction knowing that 60% of the sale goes directly to the artist. When a band goes on tour, they simply post their shows to the local calendars on their tour.

The website also allows users to see what's hot on the music scene by ranking bands by LBOD sales. Users can view top selling songs locally, as well as nationally. In this environment it is the fans, not agents or labels, that get to determine what qualifies as good music.

In the upcoming weeks, artists and users alike can look forward to the Merch Counter. Artists can upload their artwork, select garments to sell, and determine their own profit margin. A fan can purchase the t-shirt from the LBOD service; the merch is printed on-demand, and drop shipped anywhere in the world. Gone are the days of cost prohibitive set-up fees or maintaining and warehousing merchandise. LBOD is the one stop shop for band promotions.

Local Band on Demand was developed by We Can Do That Productions, a company invested in creating and maintaining digital Internet assets.

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For more information about this story or to arrange an interview, contact Lisa Levad at 720.224.1015 or email development@localbandondemand.com.