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MP3-compatible campaign and logo launches

Online music industry's new initiative

by Amy-Mae Elliott published on 4 November 2008

Seven of the UK's music download retailers have launched a campaign that identifies music in the MP3 format.

Angled "to help consumers make the most of the growing availability of music in the universally compatible MP3 format", the campaign will get a logo that's hoped to be recognisable to consumers.

7digital.com, Digitalstores.co.uk, HMV.com, Play.com, Tesco digital.com, Tunetribe.com and Woolworthsdownload.co.uk will all use a new "MP3 compatible" logo to indicate to consumers that downloads will play on every PC and every Mac and on most digital music players.

The logo campaign has been created by ERA Digital, the digital grouping within the Entertainment Retailers Association.

The launch of the MP3-compatible logo - also supported by UK record companies trade association the BPI - is hoped to form the template for an international roll-out.

