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Indie band release free web album

The Crimea release "Secrets of the Witching Hour" online for free

by Ryan Haynes published on 1 May 2007

An indie band has opted to release its second album for free on the Internet to drive sales for concert tickets and merchandise.

Taking the brave leap to give something for free in hope of return is the critically acclaimed indie band, The Crimea. The band who lost their record contract with Warner Bros Records, is hoping that offering the album for free online will broaden their fan base.

Their 2005 album, Tragedy Rocks, achieved one Top 40 hit. "We want to harness the power of the Internet", Owen Hopkin, the band's drummer, explained. "If it's on there for free we'll reach more people than the orthodox route of selling the record."

The Crimea do plan to sell the album on CD, but hope that the free digital version will cut costs and increase their profit share because they will owe a record company nothing and they will get a greater share from tickets and other sales revenues.