

RCRD LBL

FEATURED

Entertainment Weekly

Entertainment Weekly

"One Of The 100 Greatest Websites"

"This site offers free, legal music downloads from online labels and indie acts" [READ MORE](#)

Rolling Stone

Rolling Stone

"Our first visit to the record label/free music blog RCRD LBL gave us this, the thirteen millionth version of Justice's "D.A.N.C.E." With Mos Def and Spank Rock involved, though, it seems that 13,000,000th time's the charm." [READ MORE](#)

BBC

BBC "Website Of The Week"

"RCRD LBL offers completely free music-and-multimedia from emerging and established artists, paid for purely by advertising on the site itself." [READ MORE](#)

Billboard

Billboard

"The site differs from a traditional record label in a number of ways. Artists are not signed for a certain number of albums, but for batches of tracks. Bands who want to release full-lengths will have to use more traditional channels. The site will also partner with a number of other labels to post tracks by their artists." [READ MORE](#)

THE WALL STREET JOURNAL

Wall Street Journal

"A joint venture of Downtown Records, the independent label behind Gnarl Barkley and others, and Peter Rojas, a journalist and entrepreneur who founded the respected technology blog Gizmodo and Engadget, RCRD LBL is a hybrid record label and blog; its releases are to be posted on the company's Web site for downloading, free and unrestricted by digital-rights management software that limits copying." [READ MORE](#)

WIRED

Wired's Listening Post

"RCRD LBL, the online record label founded by Peter Rojas (Gizmodo and Engadget) and Josh Deutsch (Downtown Records) launched today, as predicted, and the site is so popular that it loaded a bit slowly at certain points today -- a testament to its popularity, since Rojas has run popular websites before....One of the smartest aspects of the site is its approach to social networks. Widgets for playlists, photos, tour dates, and fans (the site has a social networking aspect too, in that you can create a profile and become a fan of a band) can be embedded on other sites. Some of them contain an ad for one of the label's sponsors -- currently Puma, Nikon, and Virgin America." [READ MORE](#)



MUSIC TELEVISION®

MTV News

"For me, the most important thing is that the artists are getting paid.' For entrepreneurs like Rojas, giving away unprotected tracks doesn't devalue music, it actually enhances the experience of discovery, which is a crucial part of another area in which major changes are expected in 2008 and beyond: DRM, or Digital Rights Management, the software that locks up copyrighted tracks so you can't share or copy them." [READ MORE](#)



courier-journal.com

The Courier-Journal Louisville, Kentucky
Louisville Courier-Journal

"RCRD LBL is a new and extremely ambitious Web site designed for people with empty iPods, open minds and no cash. All of the music is free and ranges from punk to house to hip-hop to indie-rock." [READ MORE](#)



Pollstar

"But at RCRD LBL, exposure is the driving force, and chances are you'll find plenty to like (and download) even if you're browsing the site with one eye while watching out for your boss with the other." [READ MORE](#)

THE ENQUIRER

Cincinnati.Com

Cincinnati Enquirer

"The Northside duo reached its first deal with the innovative 'label' RCRD LBL, whose roster includes familiar names like Public Enemy and Sigur Ros and indie-rock bands a bit higher than Bad Veins on the buzz-band scale, including Art Brut and Cold War Kids." [READ MORE](#)



Variety

"A relatively young label that had one of the biggest hits of 2006 has entered the blogosphere to make music available for free." [READ MORE](#)



Space Lab

"The music is free, paid for by non-obtrusive advertising, and promotes a sense of musical community and awareness for all the people involved. Sound boring? It isn't ... it's free music with no guilt. Good music, too." [READ MORE](#)



MSN Canada Feature

"The free site is formatted like a music blog and offers downloads for free with descriptions from the bands plus selections from partner labels." [READ MORE](#)

SIGNS of LIFE IN MUSIC, FILM & CULTURE



WWW.PASTEMAGAZINE.COM

Paste Magazine

"Arriving from the great minds behind Downtown Records (John Deutsch) and Engadget.com (Peter Rojas), the newly-launched RCRD LBL aims to test the treacherous waters of free, advertiser-sponsored music." [READ MORE](#)



CMJ

"RCRD LBL, a new advertising-supported, vowel-averse MP3 blog, launched this week, offering tracks that are both free and legal, and compensating artists for use of their songs." [READ MORE](#)



Afterdawn

"Up and coming music label Downtown Records has teamed with Engadget co-founder Peter Rojas to launch an new online label called RCRD LBL that will offer free MP3's. Each release will be paid for by corporate sponsors." [READ MORE](#)



ClickZ

“RCRD LBL describes itself as a network of labels blogging together while offering free streams and downloads of artists both new and established.” [READ MORE](#)



AdRants

“This is a decent contender to what’s already out there for the following three reasons:
- It’s legitimately sponsored, and sponsors don’t mess with the tracks
- It’s not all ad-heavy and slow like OHHLA.com
- It’s gritty and cool without feeling seedy as hell like AllofMP3.com before it got pwned by The Man” [READ MORE](#)

SILICON ALLEY INSIDER

DIGITAL BUSINESS, LIVE FROM NEW YORK

Silicon Alley Insider

“As promised, RCRD LBL, the new music jv between Peter Rojas and Downtown Records, is up today. And as we had heard, it is indeed pretty cool. It’s essentially a music-promotion site with some blog/social networking elements. The neat twist: Free, ad-supported music downloads.” [READ MORE](#)

musings from the high castle

Musings From the High Castle

“So, what’s the major difference between this records label, and say, Sony BMG? Well, music from RCRD LBL is free. Yup, you read right: it’s all free. Bands are paid not from track sales, but from advertising on the site - a complete departure from the traditional model.” [READ MORE](#)

MARTY FELDMANIZE ME

Marty Feldmanize Me

“What is fascinating about the site is that the music is free! You can download DRM-free music to play on your computer or music player. The label is testing if it can make enough money off of sponsorships and advertising and give the content away for free. The music biz badly needs a new approach, so it will be interesting to see if this works.” [READ MORE](#)



CNET

“I do like RCRD LBL’s approach: much of the material on the site is licensed under a Creative Commons license that lets users share and remix it as much as they like. In other words, here’s a business that acknowledges what’s actually going on in the digital world rather than fighting it and alienating customers in the process.” [READ MORE](#)



Wordout

“Now that’s free downloads. I might even put up with a couple of ads along the way. After all, somebody does have to pay the artists.” [READ MORE](#)



Newsday

“With a bunch of hip indie labels as partners, including Downtown Records, Warp and Modular, RCRD LBL will likely get a lot of people to check it out initially, especially when it has launched with free downloads of a remix of Justice’s ‘D.A.N.C.E.’ featuring Mos Def and a Grizzly Bear remake of The Crystals’ ‘He Hit Me (and It Felt Like a Kiss).’ Consider RCRD LBL an early holiday gift from the music industry.” [READ MORE](#)

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