

GAGA'S 99 CENT ALBUM ADDS TO CLOUD MUSIC CLASH

Lady Gaga has taken her fan dedication one step further and partnered with Amazon.com to sell her *Born This Way* album online for a cool 99 cents.

The sale was for May 23 only, to coincide with the albums' release, but crushed iTunes price of \$11.99 for the basic album version in comparison.

This isn't purely altruism on Gaga's behalf or a mere Amazon sales strategy; on the day of release, Amazon sold what will most likely be the music industry's biggest release of the year, at a loss-leader price. This drastic move from Amazon

comes as news filters out from various sources that Apple is dangerously close to closing deals with the major labels for its own cloud music service.

Amazon has previously sold MP3 versions of selected albums for \$3.99 - which disgruntled retailers, but resulted in high debut positions on the Billboard Albums chart for these releases.

Time Magazine's tech section have speculated that by "prominently advertising the fact that paying a buck for the Gaga album also buys an extra 15 gigabytes of storage on their cloud service



for a year," the Gaga 99 cent release is the company's first major push at getting users on board with Amazon Cloud Player before Apple announced plans for their own cloud service. -PR

shows at Sandalford until it opened up its stage to rival promoters. One of Sandalford's emails, which claimed that the Lancaster venue would draw 12,000 and was meant for dance music, has been referred to Gudinski's lawyer.

Greens want more \$\$ for community radio

The Australian Greens party is pushing for more money from the Federal Government for community radio despite a slight increase in funding for the sector in the recent Budget. Greens communication spokesperson Senator Scott Ludlam said, "They asked for a \$25 million increase in the first year - that's for content, infrastructure, coordination