

Peter Skillman

**DIRECTOR & CEO
THE SHOOTING STAR
PICTURE COMPANY**



D-STAR has become the industry standard for music video delivery from record companies to media over the last three years and audio delivery to radio has received a shakeup in recent months with the launch of D-STAR's Play MPE into the marketplace. This week we sit down with Shooting Star's CEO Peter Skillman to discuss his plans for D-STAR moving forward.

Why does the industry need D-STAR?

"We recognised many years ago that our clients were demanding better systems for the effective delivery of their promotional assets. I can't tell you how many times I'd walk into a media outlet and see piles of unused VHS and Digi beta tapes and think what a waste it was. It was this that initially saw the launch of D-STAR Video, and then of course the natural progression was to offer a system for audio delivery and then monitoring. From our clients perspective they were frustrated with their physical servicing methods, especially in terms of the resources required, the cost, the lengthy delays and no reporting or accountability to measure the success of it all. Through our extensive research we found that the PLAY MPE system delivers on all these points and ensures that our clients can then spend their time focussing on getting their tracks played on radio, rather than chasing up lost packages that never arrived. From the media side it levels the playing field and ensures everyone can access what they need simultaneously. Of course being a digital system all content on the system is locked down until a specific date and time, so content owners are able to decide exactly when and whom should access it and it provides much greater control than sending a CD in the post."

What does D-STAR hope to achieve?

"D-STAR is an integrated suite of services that takes the headache out of servicing for media and as such, its about building the services in the way the market wants. With PLAY MPE, we have the world standard in audio delivery and will continue to roll out in Australia to all media. The security and functionality that is unique to this system means that it can deliver not just to radio, but to print, internet and all other media. All users get content in the format they want and record companies don't need to do expensive mailings of physical

CDs. Digital delivery to media is the next logical step – as consumers demand it at the end product stage, so are media demanding it for promotional use. D-STAR also have Play MPE for other territories around the world, so we're currently working towards a launch in New Zealand with amazing feedback so far and once this region's needs are being met we'll be working on replicating the success in other overseas markets."

How does the D-STAR suite of products differ from those already in the market?

"D-STAR's difference is simply in its approach. It's about looking at the music and delivering it in a format that works. As things become more targeted, record companies need to be able to send releases across all media, not just specifically to commercial radio, who happen to use one kind of software. On the flip side of that, media want the flexibility of using the music how they want. They want to be able to put it on their iPod, they want to burn it in high definition to a disc anytime. If the ability to use the content actually *decreases* with the migration from CD to a digital service, then there'll be reluctance in the market to embrace it, and I think that's what we've seen with other options out there. As we've seen in the US and other territories around the world, when the solution fits the problem, media love the change and PLAY MPE has proven to be the solution. The suite of services works together to provide everything the record companies need in the format media want, for the audio, video and spins monitoring services."

How have you found the media reaction to the product?

"Really positively. Our video distribution is almost universally used now by all the major video broadcaster outlets, and this is where our strength lies. We work very closely with the media to ensure that the products work



for their needs. At the end of the day, whether it's the video or the audio, the labels are servicing the media to make them happy and increase the airplay. If your service facilitates those two things, then your business model works. It's an experiential thing and media users are reacting to digital in a similar way to the general public. Over the last few years, everyone has gotten used to downloading a track from iTunes or other online services and have actually realised that its easier than ripping a CD, so we've come in at a good time. Same for video – nobody wants to stuff around with expensive digi-betas when you can just look at your D-STAR box and it's there!"

"As things become more targeted, record companies need to be able to send releases across all media..."

How do you launch a product like PLAY MPE into a market?

"Its about making sure that you do your research and deliver a product that's wanted and needed. Our experience with D-STAR Digital has allowed a relatively quick entry into the audio market with PLAY MPE, however we've still taken twelve months to research, build relationships and make sure that when we launched, we launched correctly. We put together a team that understood all the stakeholders. My history in the industry means that the company is already starting from a position of trust with record companies and other industry players."