

"One Step Closer" has sold close to 3,000 digital tracks since its March 31 release, while the album has sold fewer than 1,000 units since its April 12 bow, according to Nielsen SoundScan. The sales total for the album, which is available as a download at retailers like iTunes and Amazon, doesn't include CD sales at concert venues

before its release. "With Shane, Disney offers platforms," Anders says. "With Zac, we have to create them." Anders Music's latest signing is Ben Burgess, a singer/songwriter from Dallas who co-wrote "Chillin' in the Summertime" for the Jonas Brothers' Disney Channel show "Jonas L.A."

he met his future wife Nikki Hassman, a singer with whom he has collaborated on writing songs. Before joining the creative team of "Glee," Anders co-wrote the Backstreet Boys' 2000 hit "More Than That" and composed and produced tracks for Disney's "Camp Rock," "High School Musi-

Still, Anders insists he isn't limiting his roster to the young performers he has been associated with through his work for Disney and "Glee." "I'm 35 and I tend to gravitate toward younger artists," he says. "But if the singer is 30 and the music's great, I'll consider it."

Sing Along With Seether

A Project Born At Music Hack Day Powers Wind-Up Album Promotion

Even by its creator's own account, Callaboraoke made an inauspicious debut at February's Music Hack Day in New York.

"Everyone on our team was new to Music Hack Day," says **Marvin Li**, one of the Web application's co-developers. "We were one of the first presenters to get up at the end of the event, and we weren't

really prepared for the two-minute presentation limit. We wound up not even being able to show the entire thing."

As its name suggests, Callaboraoke provides an inspired twist on karaoke. Multiple participants call in and sing parts of a song, then the app strings the performances together into a single track and emails the results to every-

one involved.

Despite the imperfect presentation at Music Hack Day, the app sparked the interest of Wind-up Records VP of digital platforms **Ed Kiang**.

"I knew Marvin from when he worked at Wind-up," Kiang says. "And I loved the idea of Callaboraoke. It was a perfect fit for us and helped us meet some of the key goals for the **Seether** album release. It will help build awareness for both the album ["Holding Onto Strings Better Left to Fray," out May 17] and the single ["Country Song," No. 3 this week on Billboard's Rock Songs chart] and remind fans of the band's history."

"Seetheraoke" will enable fans to sing along with five of the band's songs: "Fine Again," "Broken," "Remedy," "Fake It" and "Country Song."

"The industry has become so hit-driven," Kiang says. "Fans just know

songs a lot of the time, and this is a great way to let them know about who sings the song they are hearing on the radio and loving."

Callaboraoke was originally powered by a number of APIs—musiXmatch,

which pulled lyrics and track data and cut up an MP3 into pieces; Twilio, which called users' phones to record their portion of the track and updated the lyrics page in real time; the Echo Nest, which provided artist images; and SoundCloud, which in-

tegrated the uploads.

"We wanted to do a brand-new app when we initially arrived at Music Hack Day," Li says. "We had heard about a karaoke app that someone had done the previous year, and we wanted to build something similar, and also use as many of the cool APIs as possible."

Because Seetheraoke is a one-artist project, Kiang says Wind-up made a

number of back-end changes to the app, such as dropping the use of musiXmatch's API.

Callaboraoke's development from a weekend project to a promotional tool for a band that's had two top 10 U.S. albums reflects a promising trend: Where once hack days were simply for fun, they're now launching real companies and services. Perhaps the most famous is GroupMe, a messaging app that was initially built at the 2010 TechCrunch Disrupt Hackathon and received \$10.6 million in series B funding in January.

Li, a VP at Vevo, says that his primary goal at the New York Music Hack Day was to have fun; he never thought Callaboraoke would go beyond the event. Even with the Seether deal and the possibility of working with other Wind-up acts, he says the partnership is probably a one-off.

"We spent a lot of time on it, and it would have been a shame for it to just fade away," he says. "But at the same time, we all have full-time jobs, and those keep us pretty busy."

