

The New Competition of iTunes?

Last Saturday **Alejandro Sanz** and **Emilio Estefan** shared the stage. **ma World Conference** brought together several celebrities who support the concept of the company. The ambition of that entity is to compete with iTunes as a way of selling music on the Internet.

It was around 11:00 a.m. when **Emilio Estefan**, one of the first guests of the day, came up to the stage to talk about his experience as an entrepreneur. The purpose was to share the general principles of his book "The Rhythm of Success" by providing some tips for the attendees.

25,000 people gathered at this great event, including some celebrities. Among the attendees jewelry designer - and partner of **David Bisbal** - **Elena Tablada**, **Eva Longoria**, **Gloria Estefan**, **Paulina Rubio**, and her husband **Nicolás Vallejo Najera**. It's important for singers to show their support to Market America because they are interested in selling their music and keeping their careers moving up.



I think it's not easy to compete against a corporation such as iTunes, but **Market America** is ranked amongst the best e-commerce companies in the world, thus showing great potential. Market America currently has more than 6 million clients and does business in The U.S USA, Canada, Taiwan, Hong Kong and Australia. Emilio Estefan added about Market America, "They are well connected and reach everyone around the world; I believe it's the right time to act." Music sales will be made through MyWorld Music, where you will also be able to purchase books, movies and other items. Live streaming shows will be presented by My World Live.

As a token of the company's capabilities, a free live streaming concert was broadcasted over the Internet. **Alejandro Sanz** performed at the conference closing and the whole world was able to watch it through their computers. The Spanish singer played five songs that included hits such as "Looking for Paradise" and "Corazón Partido."

It's good to see the continuing emergence of options available to benefit the music after the impact suffered by the industry. Even though there are several sites that sell albums and songs through the Internet, none of them has been as well received as iTunes. Do you think Market America can replace iTunes?