



Bridgeway to Success™

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**GREAT CONTENT
AND
DISTRIBUTION IS
THE KEY.**

Why Prince is King

Retailers were shocked to learn that Prince signed an agreement with The Mail on Sunday (a British paper) to distribute 3 million copies of his new "Planet Earth" CD *for free* in its July 15 edition.

At a time when performing artists and recording companies are scrambling to lock down their intellectual property, Prince, as usual, is thinking on another plane. In the midst of the digital technology revolution, he realizes the game is about CONTENT and DISTRIBUTION. Both are necessary, neither is sufficient.

Prince recently began a string of 21 sold-out arena concerts (20,000 seats each) at the O2 in London. Tickets were priced at ... hang on ... \$64! This when most established performers are charging \$100-plus. Why? Accessibility. Distribution.

Great content with poor distribution fails to reach its potential – a travesty. Poor content with great distribution fails to endure – a triviality. Great content with great distribution can change the world.

Your organization has content – products, services and solutions. It has distribution – means of getting your content to market. The question: is your organization failing to reach its potential, at risk of not enduring, or Prince? Rock on!

Michael Canic