

Duck Down Records Signs Deals With YOUTUBE And History Channel And New Projects



On the wake of announcing its music licensing agreement with ESPN a few weeks ago, Duck Down Records continues attacking the Cable TV programming world by inking a deal with the History Channel's "Gangland Series". In addition the label has signed a deal with YOUTUBE, joining their exclusive list of partnered clients, which will include their very own Duck Down Records channel.

Duck Down's deal with The History Channel's "Gangland Series" will include Black Moon and Boot Camp Clik's own Buckshot, commissioned through Man Made Music, creating the original theme and promo music for the History Channel's popular show "Gangland." (an MP3 of "Gangland" is attached). Produced by Dirty Elegance, Buckshot was recruited to create a brief intro that would set the tone for the show's gang related theme. Alternative versions were then created from Buckshot's original piece; including one performed by Ice-T.

YOUTUBE has extended its exclusive list of partnered clients to include Duck Down Record's Channel. A content partnership representative contacted the label after seeing an increase in activity on their videos. The new partnership allows Duck Down to highly customize its page, upload larger video files, and receive video placement throughout YOUTUBE's featured playlists. Dru Ha, Co-Owner of Duck Down Records had this to say about the partnership: "I believe 5 years from now we're going to look back on Sites like YOUTUBE, MYSPACE, AllHipHop,

HipHopGame, HipHopDX, etc and view them as marketing revolutions within the Music Industry. A few years ago (during our Triple Threat campaign) we were phasing videos out, because there were so few outlets for them to air, that it did not justify the expense. Today, we again have a reason to make videos, and while national TV networks like MTV and BET may not offer us coverage, YOUTUBE allows us to put our visuals in front of millions of people. It definitely levels the playing field and gives us a voice. In addition to our traditional music videos we've used the platform to air behind the scenes footage, comedy skits, concert clips and day in the life pieces that our fans are eager to see. I mean Sean Price has his own episode of MTV Cribs and Punk'd on the Duck Down /YOUTUBE Channel."

The Partnership with YOUTUBE comes at a perfect time as Duck Down prepares for the release of 9th Wonder and Buckshot's upcoming album, "The Formula," (March 2008). 9th and Buck have already filmed the video to the lead single "NO DOUBT" which stars Charlie Murphy in a series of short skits. Behind the scenes footage from the upcoming albums from Kidz In The Hall, "The In Crowd," and Buckshot and 9th Wonder's "Formula" are being planned to air on the channel in conjunction with the release.

View Duck Down's Channel Here and check out the making of 9th Wonder and Buckshot's "NO DOUBT" Video featuring Charlie Murphy (Directed by Dru Ha and Rik Cordero) and to hear snippets of the single and the LP cover art: www.youtube.com/duckdown

In other related Duck Down Records news: The label has announced that they have officially re-signed one of its original core groups, Heltah Skeltah, and the duo will release a new album titled D.I.R.T. (Da Incredible Rap Team) in the summer of 2008. Buckshot, Co-owner of Duck Down Records lamented "It's a blessing to have the super-duo of Rock and Ruck, a.k.a. Sean Price, back together on Duck Down Records

for what will be their 3rd Full-Length release. There is no denying that Sean Price has re-invented himself as one of the premier solo artists in the game, but his legacy is also that of one-half of Heltah Skeltah. Rock and Ruck have been in the studio daily working on this album with early production coming from Marco Polo, Evidence and Nottz; fans can expect that real gritty Heltah Skeltah feel. Trust me these two will not disappoint."

In addition, Duck Down will be releasing a new album from 9th Wonder & Buckshot titled "Formula". Co-Owner of Duck Down Records, Dru Ha says "While there has been tremendous growth and excitement surrounding Sean Price over the past few years, not to be lost in the mix is that from a sales standpoint Buckshot and 9th Wonder's "Chemistry" from our Triple Threat Campaign (2005) has been our biggest independent release to date for the label. The combination of 9th's production and Buckshot's rhymes are as seamless as you get". "Formula" will be entirely produced by 9th Wonder and will feature appearances from Talib Kweli, Raheem Devaughn, Tyler Woods, and a video for the LP's lead-single, "No Doubt" has already been shot and will also star Charlie Murphy.