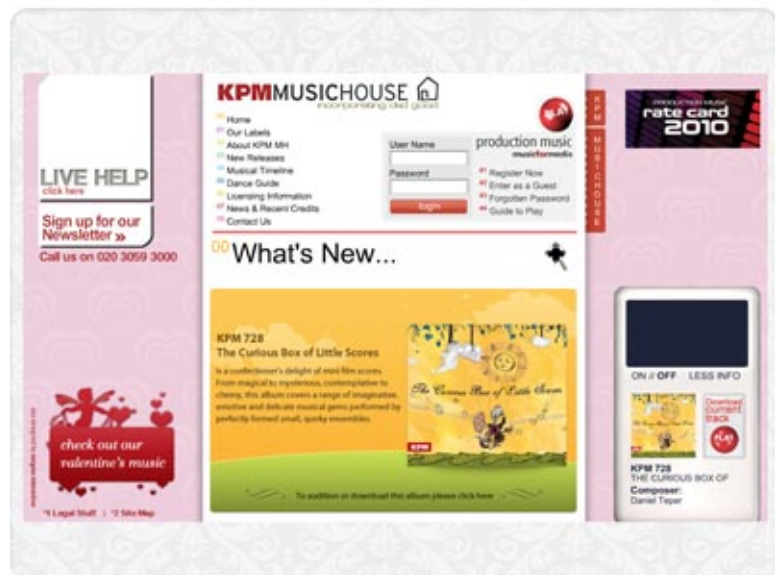




www.playkpm.com

Key Features

- Contains over 50,000 broadcast quality tracks
- Ground breaking navigation; Flash animation allows user to navigate both horizontally and vertically between sites
- Bespoke, interactive musical timeline built using facts, research and advanced search algorithms
- Regular promotional site re-designs
- Over 1 million global downloads every month



When we created our [PLAY](#) online music finder for EMI we had no idea how successful it would become.

KPM MusicHouse liked what they saw and wanted to produce their own, bespoke version of the system with a [webs website](#) surrounding it. Once KPM cleared it with the Big Boss at EMI – Enigma were happy to deliver.

In fact we created three sites in one to cover all their divisions and tied them all together – because we like to over-deliver!

Primary Audience

Aimed at companies delivering production music to the media, film and advertising industries.

Never mind that, what does the client say?

Our relationship has been going strong for well over ten years...Enigma had the vision to take our sketch of an idea and turn it in to a worldwide site that attracts around 15 million hits per month.

Martin Webb – Head of Digital, KPM

The Nuts & Bolts

- Online music finder
- Flash based navigation
- Virtual MP3 player
- Real-time chat to advisor
- Advanced meta-tagging and search facilities
- Interactive musical timeline
- Multi-language

- Content and User Management System
- Personalised user experience
- Custom-built statistics package