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Director Gives D.I.Y Or Die Away Free

Microsoft's Zune Marketplace has just launched and Zune.net launches the week of November 19th. Both are showcasing the documentary film "D.I.Y. OR DIE: How to Survive as an Independent Artist" as top-four picks. Director Michael W. Dean is giving away the entire film as eight episodic chapters over eight weeks' time, one per week as free video downloads, in the "podcasts" section of Zune Marketplace and Zune.net.



The film is encoded in high quality (30 fps, 900 kbps MP4 files, 640 x 480 size, with 128-bit stereo audio, and no digital rights management or copy protection). It looks great on a Zune and other portable media devices, and damn good full screen on a computer. The entire film will stay online until at least April 2008.

Seven extras from the DVD (including interviews with Ian MacKaye, Steve Albini, and Lydia Lunch) will also be available for free download, one per week, after the final chapter of the film posts.

This film is a celebration of the artistic underdog! FEATURING interviews and performances from: Lydia Lunch, Ian MacKaye (Fugazi), J Mascis (Dinosaur jr.), Jim Rose (Jim Rose Sideshow), J.G. Thirlwell (Foetus), Mike Watt (Minutemen), Richard Kern (Filmmaker), Ron Asheton (Stooges), Madigan Shive (Bonfire Madigan), Dave Brockie (Gwar), Craig Newmark (founder Craig's List) and more.

Directed by: Michael W. Dean. Edited by: Miles Montalbano. DVD architect: Blaine Graboyes

Director Michael W. Dean says, "People keep asking me, 'Why are you posting the whole film when it's still selling on DVD? Are you CRAZY?'"

Dean's reply, in part: "It's my gift to the world. People write me every day and tell me the film got them off their ass. I made the film to spread a message, not make money. And somehow, it still made money. That's how I do things - it's how I pay my rent to the Universe."

Read Dean's full explanation on his blog.

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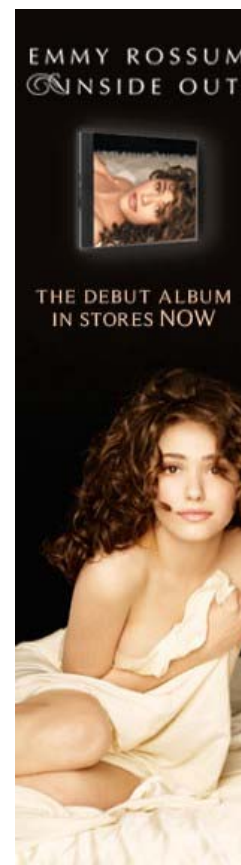
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