

ONCE UPON A TIME...

iSoaps - the 21st Century's version of the radio drama.



Once upon a time, storytelling was a pastime shared by everyone. There were no critics, no censors, no keepers of the publishing gate. It was a field open to any good storyteller. If you started your story and it wasn't good, you were alone in the woods, literally. The best part about this, way back then, was that it was available entertainment at little or no cost, and the last judge was the public. The oral tradition was a democracy of shared lore and legend.

Then came the publishing companies, the gatekeepers. A handful of people who read the same stuff, hung out at the same restaurants and talked the same talk. It was they who decided what you were allowed to read. An elitist paradigm had taken over.

Not anymore. The web has since democratized the publishing industry. This is the age of streaming audio after-all.

An example of an innovative platform that brings entertaining fiction to the internet is **NewFiction.com** with its **iSoaps**. These audio programs resemble traditional radio plays where a full cast of talented voiceover artists record scripts or screenplays. But this is where the resemblance ends.

Comparing the two serial formats is like comparing a horse drawn carriage and the Space Shuttle. You would never hear the type of dialogue included in **Newfiction's iSoaps** on the radio in the 1920's and 30's. In fact, you won't hear them on any modern radio or TV stations either. It's not just the dialogue, but the situations and actions of the characters, which make all the difference. These folks play like real. There are no filters or rating committees telling the writers what they can or can't do. And of course, there are realistic backgrounds and sound effects, which

were not available, back in the day.

NewFiction's vision is similar to iTunes and Napster whose music websites were instrumental in changing the way music is sold and distributed. *iSoap* format provides an engaging and exciting theatrical experience through your ears at a place and time convenient to you.

A user-friendly www.newfiction.com website allows subscribers to sign up for FREE to **iSoaps** they like and choose from a list of the most popular electronic delivery options - email, instant messenger, cell phone, Pod casting (IPOD), text messaging or PDA device.

This is good news for today's mobile on the go lifestyle.

▶ **REC TO A FRIEND**

iSoap format provides an engaging and exciting theatrical experience through your ears at a place and time convenient to you.

