

-
-
- [Tech](#)
- [Gadgets](#)
- [Mobile](#)
- [Enterprise](#)
- [CrunchBase](#)
- [More](#)
 - [Beta Invites](#)
 - [Crunchies](#)
 - [Elevator Pitches](#)
 - [Gillmor Gang](#)
 - [Podcasts](#)
 - [TechCrunch50](#)
 - [TechCrunch Europe](#)
 - [TechCrunch France](#)
 - [TechCrunch Japan](#)

TechCrunch

- [About](#)
- [Advertise](#)
- [Archives](#)
- [Company Index](#)
- [Contact](#)
- [CrunchCam](#)
- [Jobs](#)
- [Research](#)

- 
- 
- 
- 
- 
- 
- 
- 

• [Subscribe:](#)

[Crank That Soulja Boy Remix On The iPhone](#)

[16 Comments](#)

by [MG Siegler](#) on July 14, 2009



A few artists have released iPhone apps now that give fans access to their music. Some of the more advanced ones even allow you to edit tracks. But now Universal Music Group (specifically, Interscope Geffen A&M) is apparently going to start launching these for its artists on a regular basis.

It's launching a new app platform called [Romplr](#) in conjunction with digital entertainment studio, [Moderati](#). The first app built on the platform, released today, allows you to remix songs by hip hop artist Soulja Boy Tell 'Em. Basically, you pick one of Soulja Boy's tracks, and controls pop up that allow you to decide the various aspects of the song that you hear. And you can tweak things pretty easily.

Then, when you're done, you can share the recording you just made via email, on the Romplr site or on Facebook with one click. Right now, you can only edit three tracks "Crank That", "Hey You There" and "Turn My Swag On," but you will be able to download more.

The UI is nothing to write home about, but for those millions of people who inexplicably download ringtones, apps like this should be right up their alley. And apps like this should be a good test of the in-app purchasing system that was implemented with the iPhone 3.0 software update. It's not clear if you buy a song in the app, if you can also access it through iTunes, but I would assume not. Regardless, apps that use [real music tracks](#), such as Tap Tap Revenge, are proving to be hugely popular.

Moderati has a history of success in the App Store as it was behind the popular Zippo app, which was downloaded over 4 million times, we're told. But the plan for this project extends beyond just the iPhone, as Android, BlackBerry and Ovi are all being targeted as well.

You can find the Soulja Boy Tell 'Em Romplr app in the App Store now for \$4.99 [[iTunes Link](#)].



iPhone

[get widget](#)
[minimize](#)

Company: [Apple](#)

Website: apple.com/iphone

Launch January 1, 2007

Date:

Apple's iPhone was introduced at MacWorld in January 2007 and officially went on sale June 29, 2007, selling 146,000 units within the first weekend of launch. The phone (as well as its newer self, the... [Learn More](#)



Information provided by [CrunchBase](#)

- [Tip](#)

- [ShareThis](#)

67 retweet

[Next Post](#)

[Previous Post](#)

Responses

- [TechCrunch is Entertainingly Comical This Morning! | ShawnDrewry.com](#)
July 14th, 2009 at 7:19 am

Comments



- [Darren \(@AdExcel\)](#) - [July 14th, 2009 at 5:48 am PDT](#)

More fun for music lovers. I like these apps that just pump the creative juice out of people. Will definitely be giving out a try when I have the chance. Thanks for the tip MG! 😊

- Darren at AdExcel dot Com

[reply](#)



- [Matt \(@mattdunlap\)](#) - [July 14th, 2009 at 10:07 am PDT](#)

More fun for everyone!

Interactive marketing is huge now. Imagine using the same type of interaction to design a new shoe or shirt on your iphone, they share (but really trying to sell) that shoe to your friends...

awesome new marketing possibilities

[reply](#)

- [Tim](#) - [July 14th, 2009 at 5:55 am PDT](#)

“Crank That Soulja Boy Remix On The iPhone”

no.

[reply](#)

- [Al \(@appgiveaway\)](#) - [July 14th, 2009 at 6:01 am PDT](#)

Interactive apps are a good idea so to engage the users with the artists.

[reply](#)



[Edward Kim \(@edwkim\)](#) - [July 14th, 2009 at 8:26 am PDT](#)

I definitely agree, and I didn't realize how effective some of these apps could be until just now. I only saw the headline for this article and went to download the app thinking it was free, I downloaded Soulja Boy Tellem TV by mistake. The app combines Youtube videos, a chatting client, twitter feed and iTunes for downloading songs. If I knew anything about Soulja or there were more apps like this for artists I liked, I could see myself using it.

[reply](#)

- [V](#) - [July 14th, 2009 at 6:04 am PDT](#)

That's it, I give up.

Whatever happened to CrunchyCrunch?

It was slipping off, and a huge Soulja boy article did the job. Of course, you couldn't care less though, you've got 3392K readers, and you could do whatever you want with it.

Too bad it isn't good enough to be considered anywhere near 'tech'

Have fun, the rest of y'all.

[reply](#)

•

Mike - [July 14th, 2009 at 6:12 am PDT](#)

I'm really surprised (sorta) that these labels are charging money for these applications. They SHOULD be free. These applications would be a great way for people/fans to discover music, which would lead to cd sales and downloading of mp3s. However with a price tag of \$5, I don't see a lot of people purchasing this application so they can mix songs. The labels should come out with an application with all the artists on it and allow fans to stream music and discover new artists that they like. Would also include cd release dates, lyrics, tour dates, etc. To me, this would be the direction they should move in.

[reply](#)

•

[Article Playground \(@ArticlePlaygrnd\)](#) - [July 14th, 2009 at 6:32 am PDT](#)

This is too funny !

[reply](#)

•

[Soulja Boy Tell 'Em \(@souljaboytellem\)](#) - [July 14th, 2009 at 6:32 am PDT](#)

I approve his app. pow

[reply](#)

•

[Article Playground \(@ArticlePlaygrnd\)](#) - [July 14th, 2009 at 7:28 am PDT](#)

Soulja boy, you need to come by and visit us. TAADOW! 😊

[reply](#)

•



[Brandon Mendelson \(@bjmendelson\)](#) - [July 14th, 2009 at 7:57 am PDT](#)

Where's the button to make the songs not suck?

(It had to be said.)

Interesting app though, and considering the customization trend, this will be interested to see how it fairs.

[reply](#)

•

[Austin Apartment Pro](#) - [July 14th, 2009 at 8:10 am PDT](#)

As if I didn't have enough reasons to ditch my boring old Blackberry for an iPhone! Now I can finally

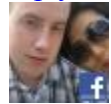
create the ultimate remix: Crank that Macarena!

[reply](#)

- [Article Playground \(@ArticlePlaygrnd\)](#) - [July 14th, 2009 at 8:28 am PDT](#)

Crank that all the way Austin..LOL

[reply](#)



- [Chris Wheat](#) - [July 14th, 2009 at 8:33 am PDT](#)

I feel almost like I am in the twilight zone... I came to a tech blog to read about a SOLJUA Boy app?

This seems like something that Perez Hilton would be blogging about, not TECH CRUNCH... things sure are sliding into mainstream and less about TECH

[reply](#)

- [jasonfromEPIC \(@ikillya\)](#) - [July 14th, 2009 at 10:22 am PDT](#)

Wait, so when the music industry doesn't use technology, they're living in the past, but when they do, it's not news?

I think you should all go Chuck Yourself: <http://itunes.apple.com/WebObj.....5&mt=8>

[reply](#)

Leave Comment

Name*

Email*

Website

Twitter



Commenting Options

Enter your personal information to the left, or sign in with your Facebook account by clicking the button below.



Alternatively, you can [create an avatar](#) that will appear whenever you leave a comment on a Gravatar-enabled blog.

Trackback URL <http://www.techcrunch.com>

Short URL <http://tcm.ch/5oc>



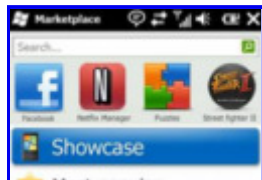
- Actively Discussed Posts
- [The Time Has Come To Regulate Search Engine Marketing And SEO](#)
307 comments
- [Why Teens Aren't Using Twitter: It Doesn't Feel Safe](#)
217 comments
- [The Complete Guide To Microsoft's Office 2010](#)
206 comments
- [YouTube Will Be Next To Kiss IE6 Support Goodbye](#)
135 comments
- [Rumor: Amazon Wants To Rent Netflix And Never Return It](#)
96 comments

 <p>Sept. 14-15, 2009 San Francisco</p> <p>Learn More</p>	<p>TECHCRUNCH RESEARCH</p> <p>Q1 2009</p> <p>DOWNLOAD TODAY »</p>
--	--

• Featured Posts



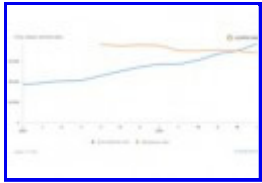
old browsers
[YouTube Will Be Next To Kiss IE6 Support Goodbye »](#)



Will they bite?
[Windows Mobile Will Open Up Its App Store To Developers Soon. »](#)



approval
[SEC Greenlights Prosper; P2P Lending Resumes In 14 States, More Coming »](#)



Social Network Wars

The Gap Grows Wider: MySpace Eats Facebook's Dust In The U.S. »



Venture Capital

The Squeeze Continues: Venture Fundraising Shrinks 82 Percent in Q2 »

The CrunchBoard

- Jobs
- Services
- For Sale

- [Front End Developer](#)
MyWire
- [Senior Technology Officer - US Program](#)
The Bill & Melinda Gates Foundation
- [Deputy Director, Innovation, College Ready](#)
The Bill & Melinda Gates Foundation
- [Senior Rails Developer](#)
Superkix
- [Front-end mobile and web developer](#)
Mocospace
-  [See all](#)  [Post](#)

- [RelayStrategy](#)
Developers
- [Smartsourcing Global](#)
Services
- [Viscus Infotech Ltd](#)
Developers
- [Intelligaia Technologies](#)
Developers
- [Digital Rhino](#)
Developers
-  [See all](#)  [Post](#)

- [Homeland Security Research](#)
General - For sale
-  [See all](#)  [Post](#)

Powered by [Personforce](#)



- © 2009 TechCrunch

- A badge with an orange background and white text that reads "3392K readers".

- BY FEEDBURNER

- [About](#)
- [Advertise](#)
- [Archives](#)
- [Company Index](#)
- [Contact](#)
- [CrunchCam](#)
- [Jobs](#)
- [Research](#)