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# Editorial Style Guide

DOC-003

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## Revision and Iteration History

Version	Publication Date	Authors	Summary of Changes and Updates
0.8	8/18/03	DW, LG, GK	Finalized nomenclature for Napster launch. Added Quick reference of important terms, removed obsolete terms.
0.7	7/10/03	DW	Preliminarily defined some of the other stuff like "guest," "a la carte", etc. Defined voice based on initial meeting with Venables.
0.6	6/27/2003	DW	Updated to be consistent with artist bios being text only (album titles not in italics)
0.5	6/25/2003	DW	Removed lingering pressplay conventions
0.4	5/23/03	DW	Napsterized, reviewed by Donna, Rick and Emma
0.3	5/16/03	DW, DP, RA	Incorporated Donna's feedback, reverted back to old track and album writing conventions (temporarily until post 3.0)
0.2	5/12/03	DW, RA	Incorporated Rick's Editorial Style Guide, reorganized and updated
0.1	12/19/2002	DW	Draft seeded from technical style guide, glossary of terms, Rick's Editorial guide and other sources

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# 1 Introduction

This style guide is intended to serve as a guideline and reference for those writing, editing and QAing Napster-related copy/documentation in order to establish and maintain a consistent and polished voice across all production and marketing efforts.

## 1.1 Related Documents

Refer to the following documents for additional information:

- *Napster Brand Identity Guide*—contains specific style conventions related to logo placement, branding and other art concerns
- *DOC-002 Technical Documentation Style Guide*—style guide for Napster technical publications
- *DOC-004 Glossary and Term Usage Guide*—comprehensive glossary and guide to correct usage of terms related to Napster
- *The Chicago Manual of Style*
- *AP Style Book*
- *Harbrace College Handbook*

## 1.2 Quick Reference of Important Napster Terms

For a complete list of terms, see page 12.

Description or internal jargon	Correct term to use
What we call the service	<b>Napster</b>
What we call the application	<b>Napster 2.0</b> (for launch, Napster X.X thereafter)
What we call the service on WMP9	<b>Napster for Windows Media Player 9 Series</b> (first use, “Napster for the 9 Series player” thereafter)
What we’ve been calling “eHome”	<b>Napster for Media Center</b>
What we call our portable device	<b>Samsung/Napster YP-910</b> is the exact term, but in more general text <b>Samsung Napster Player</b> is preferred.
What we call the subscription service	<b>Napster Premium service</b>
What we call LFM or free users	<b>members</b>
What we call subscribers that sign up for the monthly service that includes Premium features	<b>Premium service members</b>
What we call the user’s name (all users)	<b>member name</b>
What we used to call Portable Download	<b>purchased tracks</b>

## 2 Editorial and Grammatical Conventions

This section provides guidelines to general Napster-specific grammatical conventions that should be followed in marketing and production copy. Refer to the *Chicago Manual of Style* and the *Harbrace College Handbook* for more other questions about writing style and grammar that are not specified here.

### 2.1 Proper Name Conventions

The following Table 1 summarizes the typographical conventions used by Napster when referencing or referring to proper names.

**Table 1. Proper Name Conventions**

Name Type	Convention	Example
Napster Brand	Regular, Initial capitalization when written in text	Napster is the premier on-demand music service.
Artist Name	Regular, initial capitals (unless artist intentionally uses lowercase)  <i>Note: See page 4 for additional conventions for bands starting with “the”.</i>	Radiohead
Album Title	1. Use <i>italics</i> to denote album titles in written sentences or sentence fragments.  2. Write album titles in regular Roman text (no quotes or italics) when they occur in artist bios, lists, modules, playlists, or the header of a review.  3. Use Napster blue color (RGB: 48 68 181), and a rollover underline for albums that link to play functionality or search results.  <i>Note: The datebook adheres to rule #1, but also gets the blue color and underlining like links found in modules.</i>  <i>Note: See page 3 for additional conventions on writing album names.</i>	1. ...in their seminal album <i>Pablo Honey</i> recorded in 1993.  2. Pablo Honey Kid A  3. <a href="#">Pablo Honey</a>
Track Title	1. Use “double quotes” when songs are written in sentences or sentence fragments on copy inside and outside the service. (Magazine articles, Upsell pages, New Singles promos, etc.)	1. ...sounds like “Creep” but angrier.

Name Type	Convention	Example
	<p>2. Use <i>italics</i> when songs are written in lists in modules, playlists, the header of reviews, etc. (Just added, Featured tracks, Staff Picks playlists, review headings—but not in the actual review copy).</p> <p>3. Use Napster blue color (RGB: 48 68 181), and a rollover underline for songs that link to play functionality or search results.</p> <p><b>Note:</b> The datebook will adhere to rule #1, but will also get blue color and underlining like links found in modules.</p> <p><b>Note:</b> See page 3 for additional conventions on writing song names.</p>	<p>2. <i>Creep</i> </p> <p>3. <a href="#">Creep</a></p>
Book Title	Italics	<i>High Fidelity</i>
Magazine Title	Regular, init caps	Time magazine
Newspaper Title	Italics	<i>New York Times</i>
Movie Title	Italics	<i>Eyes Wide Shut</i>
Member Name	Regular	rokrchik, SleepingFish02
Playlist Name	Normal, init caps	Gabba Gabba Play!
TV Show Title	Quotations	"The X-Files"
Theatrical Works	Quotations	"The Producers"
Concert names	Regular, init caps	One Love Peace Concert
Video Games	Regular, init caps	Vice City

### 2.1.1 Song and Album Titles

Capitalize the principal words, including prepositions and conjunctions of four or more letters. Only capitalize articles—the, a, an—if it is the first or last word of the title.

*Examples:*

- 'Automatic for the People'
- *Where Were You When the World Stopped Turning*
- *Rock Around With Olly Vee*

**Note:** The same capitalization rules apply for slang articles "da" and "tha." For Example: *In da Club*.

### 2.1.2 Band Names Starting with “the”

Lowercase “the” in band’s name, unless it is the first word of sentence or the name is alone in a list or table.

*Examples:*

- We all piled in a pickup truck to see the Strokes play at Green Meadows.
- The Ramones remain one of New York’s greatest punk bands.
- Napster’s Top 5 garage bands:
  - The Vines
  - The Hives
  - The Strokes
  - The Who
  - The Ramones

### 2.1.3 Titles

Mr., Mrs., Ms., Dr.

If a person is known by a certain title or nickname, put it in quotes, even if it is a foreign language.

*Examples:*

- Sean Combs, known this week as “Sean John,” was seen fleeing the area.
- The new release from Andres “El Rey De La Cumbia” Landero, will be hitting stores next month.

### 2.1.4 First and Second Reference

First reference should be the full name; second reference in the same section can be a commonly used single name (first or last).

*Examples:*

- *first reference:* William Shakespeare; *second reference:* Shakespeare
- *first reference:* Martha Stewart; *second reference:* Martha

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### 2.1.5 Initials

Do not use periods if only initials are used (instead of a name).

*Examples:* JFK, USA

### 2.1.6 Genres

With the exception of R&B, genres should only be capitalized at the beginning of a sentence. In cases where there is more than one way to write a genre, please use the conventions below:

- Rock & Roll (in a heading or as standalone genre marker) or rock & roll (within text)
- Hip-hop or hip-hop (Hip-hop generally refers to the culture of rap music.)
- R&B (in all cases)
- Indie rock
- Dream pop
- Noise rock
- Math rock
- Kraut rock or kraut rock
- Progressive-rock or prog-rock
- Post-punk
- Post-grunge
- Punk-pop
- Emo
- Electronica
- Trip-hop
- Drum 'N Bass (in a heading or as standalone genre marker) or drum 'n bass (within text)

Please use this guide for other sub-genres, or consult AMG.

### 2.1.7 Charts and Awards

Always capitalize recognized charts and awards.

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Examples:

- The Vines would never break into the Top 20.
- Vanessa Carlton hoped to win the award for Best New Artist.

### 2.1.8 Chart Position

Always use the numeral sign when referring to chart position.

*Example:* Last year on this day, the Ramones' *Rock & Roll High School* was #73 on the Billboard Hot 100 chart.

## 2.2 Interviews (Q&A)

The questions should appear in bold (or different color) and the answers should appear in normal font.

## 2.3 Translations

If an unfamiliar foreign word is boldfaced or italicized, only the first reference should be treated this way; all other references should be set in normal type.

## 2.4 Command References and Application Elements

Follow the conventions here for writing commands and references to application elements. Do not use quotation marks in any of these cases.

- Use bold text to indicate buttons, tabs, fields, and other screen elements; for example, go to the **FIND MUSIC** tab, type the name of the artist in the **Search** box, and then click the **search** button). Use case as used in the application.
- Use bold to show exact keyboard entries (e.g., type **install.exe**).
- Use bold to show menu names, commands, buttons, boxes, and options (from the **File** menu, select **Save**). Use uppercase and lowercase as shown in the application, except that if small caps are used, normal uppercase can be substituted. Refer to *Microsoft Manual of Style* for more details about menu items and correct screen terminology.
- Use bold to indicate keystroke combinations (**CTRL+ALT+DEL**). A plus sign (+) between each key indicates that the keys are pressed simultaneously. Refer to *Microsoft Manual of Style* for more conventions related to keystrokes.
- Links and URLs use blue (RGB: 48 68 181) underlined text (e.g. <http://www.Napster.com> )

- Use italics to show a variable value that is to be replaced with a specific value related to the current action. For example, *actname\_songtitle.wma* implies a more specific entry such as *tomwaits\_shoreleave.wma*.
- Use Courier type when writing file contents and actual code.
- When using the file extension to refer to the type of file, write in all uppercase. When referring specifically to the file extension, include the period and use lowercase; for example, a PDF file can be recognized by the .pdf extension.

## 2.5 Voice

Napster voice strives (without striving) to be colloquial and informal without being forced or campy. Be zen about it. Like how you would talk to your friends.

Sentences should be as simple and clear as possible. Avoid the passive voice in favor of the active voice whenever possible.

Second person or the imperative voice is preferred for more direct and procedural language, such as in the user guide, FAQs, and other instructional text (i.e. avoid using “the customer does this...” or “the member does that...” in procedural documents). For descriptive documents and specifications, it may be necessary to use “the member” or other third-person language.

## 2.6 Gender-Specific Language

In copy that uses third person language, avoid using “he/she”, “his/her”, “(s)he.” Try to rewrite the sentence to avoid the need for this. If you cannot avoid it, then repeat “the member” or “the customer” again, or as a last resort, use “he or she.”

## 2.7 Bulleted Lists

Whether list items begin with a capital and have end punctuation depends on the length and content of the items. For example, if the list items are fragments, they should start with a lowercase initial and have no end punctuation. If the list items are full sentences, they should start with a capital letter and have end punctuation. If they are very long, they could start with a capital letter and have no end punctuation (where they are not full sentences).

**Note:** Apply the same format to each item in the same list and the grammatical form of each item in the list should not change.

Bulleted items should not contain periods at the end if they are not complete sentences. The same is true for items in tables.

Example 1:

- an item
- second point
- another brief incomplete point

Example 2:

- Contemporary playlists with mixed streams and downloads.
- Playlists that contain Portable Downloads but no streams and were released prior to 1983.
- Any combination of tracks that downloads prior to 1969.

## 2.8 Fragments

Punchy sentence portions used to draw readers into a section of the magazine (see Table of Contents) and special features (see the Mix) should have periods at the end. Exceptions *may* be made when are when fragments are less than four words long, or text is capitalized.

Examples:

- Celtic flavored music from around the world.
- A monthly guide to the hottest tracks out there.
- EXPLORING DANCE MUSIC'S DEEP REGGAE ROOTS

## 2.9 Separators, Hyphens, and Dashes

### 2.9.1 Hyphens

A hyphen (-) is used as a connecting element, especially with numbers (for example 3-digit, thirty-two, e-mail).

Hyphens are also used when compound modifiers—two or more words that express a single concept—precede a noun. Hyphens are used to link all the words in the compound except the adverb *very* and all adverbs ending in *-ly* (Examples: The already-scarred psyche. A very bland performance.)

### 2.9.2 Em-dash

For lists with separators, abrupt changes in thought or sentence, an emphatic pause, or a series within a phrase, the Em-dash (—) is used with no spaces to either side of the dash. If formatting

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constraints do now all for an em-dash (such as the text-only artist bios), a double-dash can be used with no space to either side.

*Examples:*

- Name—enter your name in this field
- Miami continues to be—with its year-round party atmosphere—the ideal spot for Winter Music Conference.
- Puffy will remain the mayor of mainstream hip-hop—if he manages to keep his empire alive. (TEXT ONLY EXAMPLE)

*Notes on em-dash usage:*

- The first word after the dash is not capitalized unless it is a proper noun.
- When em-dashes are unavailable due to HTML limitations, substitute the double-dash (--)
- Microsoft Word makes this dash automatically if you type two hyphens, the word that follows the dash, and then a space (word—word). You can also use the key combination **CTRL+ALT+HYPHEN** (be sure to use the hyphen on the number pad) to make this dash.

### 2.9.3 En-dash

Use en-dash is used to denote attribution.

*Example:* “They’re shmoozing, they’re boozing, and nobody’s losing.” –Dynamite).

*Notes on en-dashes:*

- When en-dashes are unavailable due to HTML limitations, substitute the double-dash.
- You can use the key combination **CTRL+HYPHEN** (be sure to use the hyphen on the number pad) to create this.

### 2.10 Commas and Periods

The following rules apply to commas:

- Use a comma before the last “and” in lists of items within a sentence (e.g., 1, 2, 3, and 4 is the preferred way, NOT 1, 2, 3 and 4).
- Periods and commas go inside quotation marks; question marks, exclamation marks, and semi-colons go inside or outside of the quotes depending on usage.

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- Put a comma before the concluding conjunction if:
  - An integral element of the series requires a conjunction (*example*: He sang about drugs, sex, and peace and love.)
  - The element is in a complex series of phrases (*example*: What you need to remember is whether the playlist has comments, whether it has more than 5 songs, and whether the playmaker gave it a title other than “New Playlist.”)

## 2.11 Spaces

- Use one space between a period and the first letter of the next sentence.
- Use one space after a colon.
- Do not put a space before or after a slash (/). The correct usage is “login/logout.”
- Put a space before the left parenthesis, and after the right parenthesis, unless at the end of a sentence. *Example*: The **Back** button (located in the upper right corner) is a useful feature to users.

## 2.12 Apostrophes

In cases where a singular common noun ends in s, add ‘s, unless the next word begins with s.

*Example*: The class’s favorite song. The waitress’ song was “Don’t You Forget About Me”.

In cases where singular proper names end in s, use only an apostrophe.

*Example*: The greatest thing about the Grammys was Norah Jones’ acceptance speech

## 2.13 Quotation Marks

Put quotation marks around a word or words used in an ironical sense.

*Example*: The album was a collection of fart “songs.”

When using unfamiliar terms, or introducing a new word or phrase to reader, place the first instance in quotes.

*Example*: These are called “playlists.”

### 2.13.1 Punctuation Usage in Quotes

The period and comma always go within the quotation marks. The dash, the semicolon, the question mark and the exclamation point go within the quotation mark when they apply to the quoted matter only. They go outside the quotation marks when they apply to the whole sentence.

*Examples:*

- My favorite song is “Suffragette City.”
- There was a special about the performance of “I Am My Own Grandpa”: the Willits County Children’s’ Choir.

In a series of songs or albums, always put commas and periods inside the quotes.

*Example:* This week, Napster premieres “Beyond Imagination,” “Can’t Nobody,” and “Simply Deep.”

### 2.14 Expletives

In large text or on the home page, refrain from using offensive language. Substitute “[expletive]” for the questionable word.

*Example:* “I [expletive] all night to that song.”

In body text of magazine, substitute alternate spellings for questionable words.

*Example:* That s\*\*t is totally f\*\*ked up!

If an article can be presented in two versions (clean and Parental Advisory), send both to integration. They will integrate them separately for “clean” and “r-rated” versions of Napster.

### 2.15 Date and Time

Write four-digit and two-digit dates without apostrophes before the “s” when referring to eras.

*Examples:*

- The 2000s found electronic music at a stylistic crossroads.
- Cyndi Lauper enjoyed pop stardom in the ‘80s.

When specifying the format in which time should be written by a user, use uppercase and semicolons, for example, HH:MM:SS.

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## 2.16 Months

Always spell out the names of months in full (February, September).

## 2.17 Countries

In general, abbreviations for country, state, or city names should not be used in the text; but exceptions can be made with these commonly abbreviated places:

*Examples:*

- US (not USA)
- UK
- EU
- USSR (for historical references)

## 2.18 Numbers

Spell out all whole numbers below 10, use figures for 10 and above (except in chart position).

*Example:* From her eight albums, Mariah Carey had 12 songs in the Top 40.

## 3 Glossary/Term Usage Guide

This section contains specific words and terms that are commonly misspelled or not used consistently. The terms should be written as they are specified in bold. In some cases there are accepted alternatives to spellings, but the convention defined here should be followed.

- **affiliate**—use affiliate instead of retailer or vendor (although note that Napster will not have affiliates so this word should not be needed)
- **All Music Guide (AMG)**
- **autodetect**—do not hyphenate. True in general of any word with auto- prefix.
- **back end/back-end**—two words when used as noun, one hyphenated word when used as an adjective (for example, “the back-end server is part of the back end”)
- **back office/back-office**—two words when used as noun, one hyphenated word when used as an adjective

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- **back up/backup**—two words when used as verb, one word when adjective or noun (for example, “back up your track and store the backup copy on the server”). Do not hyphenate.
- **bitrate**—sample rate for the track, typically in Kbps. Do not hyphenate.
- **canceled/canceling**—spell with only one l.
- **CDs**—the plural of CD. Do not use an apostrophe. CD is always capped. If necessary can specify CD-R (recordable) or CD-RW (rewritable).
- **CD-ROM**—compact disc read-only memory. If a distinction needs to be made (that it is not CD-ROM), or to avoid confusion with the audio compact disc, then use the complete term. For example, the term locked content CD-ROM should be used to emphasize that the disc is not for a stereo but a computer. Otherwise, it is acceptable to use CD.
- **check box**—two words
- **check-in (adj. n.), check in (v)**—hyphenate when adjective or noun (“check-in procedure” or “proceed to the check-in”); two words when used as a verb (check in to your account)
- **check-out/check out**—hyphenate when adjective or noun (“check-out program” or “go to the check-out”); two words when used as a verb (check out of the system)
- **codec**—coder/decoder. Written as all lowercase with no hyphen. Refers to the transcription or encoding scheme used to digitize media, i.e. AAC or MP3.
- **country of origin**—do not hyphenate (i.e., do not write country-of-origin)
- **Customer Support**—always init cap C and S... do not refer to it as Customer Care.
- **dial up/dial-up**—two words when used as a verb; always hyphenated when used as an adjective
- **digital rights management (DRM)**—lowercase unless using acronym
- **DMCA**—Digital Millennium Copyright Act
- **double-click**—always hyphenate
- **downgrade**—one word, do not hyphenate
- **download**—one word, do not hyphenate or use initial caps
- **dpi**—dots per inch, lowercase
- **DPT**—date paid to
- **drop-down**—always hyphenate. Preferable to pull-down
- **DSL**—digital subscriber line
- **email**—do not hyphenate and use lowercase

- **end user/end-user**—two words when used as a noun; always hyphenated when used as an adjective
- **EULA**—End-User License Agreement
- **FAQs**—frequently asked questions. Use singular FAQ when referring to a specific FAQ.
- **file name**—two words
- **front end/front-end**—two words when used as noun; one hyphenated word when used as an adjective (for example, “the front-end GUI is part of the front end”)
- **genre**—style of music. Used to categorize artist, albums, tracks, and playlists
- **handset**—portable cell phone with additional features such as ability to download and/or stream digital music
- **hard copy**—two words
- **HTML**—Hypertext Markup Language
- **HTTP**—Hypertext Transfer Protocol
- **HTTPS**—Hypertext Transfer Protocol Security
- **inbox**—one word with no hyphen nor init cap
- **Internet**—always use initial capital. Refers the worldwide collection of networks communicating via TCP/IP. The term internet (lowercase) can be used to refer to any large network of networks, but should be avoided when possible.
- **intranet**—not capitalized like the term Internet, as it refers to an exclusive or company-wide network
- **IP**—Internet Protocol
- **iPAQ**—Compaq PD. Use <sup>TM</sup> on first instance
- **knowledge-base (k-base)**—a database consisting of articles in the form of questions and answers about specific features of the Napster service compiled by Napster for use by the various Customer Support entities. The FAQs are a subset of the k-base
- **Kbps**—kilobits per second. Used to describe the bitrate for Napster tracks (do not confuse with KBps)
- **KBps**—kilobytes per second
- **LFM**—limited features mode. DO NOT USE THIS TERM EXTERNALLY.
- **left-hand**—hyphenate, but avoid the use of the word when possible. Instead, just use left, or leftmost; i.e., “on the left side of the screen” or “the leftmost button.”

- **log in/log out**—DO NOT USE, for Napster use is sign in/ sign out
- **lowercase**—one word, not hyphenated
- **MagicGate**—Sony Corporation copyright technology utilized by MagicGate Memory Stick compatible devices
- **Make Portable**—this was used for pressplay but should NOT be used for Napster. Depending on the context this would be “purchase track” or “buy” or “burn”. etc.
- **MB**—abbreviation for megabyte. Do not use Mb, M, or any other variation
- **media**—media is plural for the singular medium, except when used as a collective noun referring to the communications industry. Refers to the physical format or material in which digital information is stored and transferred
- **member**—all Napster users are members. Do NOT refer to them as users. Members that sign up for the Premium service are “Premium service members” (but only when the distinction needs to be made, otherwise just try to refer to the Premium service so as all customers feel like valued members).
- **member name**—two words, no init caps. DO NOT user username.
- **membership**—use this or membership plan instead of “subscription,” only if necessary to make the distinction, otherwise user “Premium service”.
- **metadata**—write as one word, all lowercase, and no hyphen
- **MiniDisc**—cap on M and D, all one word. Can also be referred to as Sony Net MD to make the distinction clear.
- **MHz**—abbreviation for megahertz
- **MMC**—Multimedia Card
- **MP3**—all caps, plural is MP3s (stands for MPEG-1 Layer 3).
- **Napster**—initial capitalization (except in logo where it is all lowercase). Brand name for our service. First instance within a document should use ®. The company name is Napster, LLC.
- **Napster 2.0**—when specifically referring to the application or client simply add the version number. Only use “application” or “client” if needed to make the distinction.
- **Napster for Media Center**—first instance in a longer document or context should use the complete “Napster for Microsoft® Windows® Media Center Edition”. This refers to the eHome or “10-foot” version of Napster.
- **Napster for Windows Media Player 9 Series**—refers to the Napster service on the 9 Series player. Subsequent uses can say “Napster for the 9 Series player” but do not abbreviate WMP9 externally. Avoid using “plug-in” unless you need to make the distinction.

- **Net MD**—two words. Only use when necessary to make distinction, otherwise just use MiniDisc or Sony MiniDisc.
- **non-billable**—always hyphenate
- **OEM**—original equipment manufacturer
- **on-demand/on demand**—hyphenate when used as an adjective; write as two words when used as an adverb. Refers to being able to stream track by user choice, whenever the user wants to hear it, as opposed to streaming radio
- **online/offline**—never hyphenate
- **on-screen**—always hyphenate
- **OpenMG**—short for Open MagicGate. Copyright technology developed by Sony Corporation that allows for the recording and playback of digital music data on PCs and supported PDs and prevents unauthorized distribution. First time use TM. Sony PDs using MagicGate portable media memory employ OpenMG technology.
- **OS**—operating system
- **PD**—portable device
- **peer-to-peer distribution (p2p distribution)**—hyphenate. The distribution of tracks from customer to customer
- **playlist**—one word, no hyphen. Not init cap unless it begins sentence. Personalized or custom collection of tracks. When applicable (within Napster content), it should be hyper-linked.
- **plug-in**—hyphenate. Additional application or add-on that enables the interface of disparate applications
- **PM**—portable media
- **popularity**—a ranking of a track, album, artist, or playlist based on the number of listens. Popularity is determined by the Napster Popularity application and is used by the search engine to weight search results
- **pop-up**—always hyphenate. Avoid using pop-up as a noun or as a verb.
- **Portable Download**—always written with initial caps. DO NOT USE with Napster... refer to simply as purchased tracks.
- **portable media (PM)**—portable media is used to store and transfer digital content, i.e. SD Cards, MMC, etc.
- **Premium service members**—Napster members that elect to sign up for a monthly or Napster Premium service.
- **Premium service**—the subscription membership or mode of the service that allows Premium features such as unlimited streaming and download

- **pressplay**—all one word, no caps and never init capped, “play” should be in italics (but not “press”). This is a legacy item (sniffle).
- **pull-down**—the term ‘drop-down’ is preferable.
- **purchased tracks**—tracks that a members has purchased. DO NOT USE “Portable Download”.
- **QA**—Quality Assurance. Within Napster, QA typically refers to test of software and Web pages. For past tense verbs, QA’d can be used (instead of QAed)
- **QC**—quality control or quality check. Within Napster, QC typically refers to quality check of content. For past tense verbs, QC’d can be used (instead of QCed)
- **RealJukebox**—one word, caps on R and J. Only use RJB internally.
- **RealOne**—one word, caps on R and O. Media player created by RealNetworks.
- **real-time/real time**—always two words. Hyphenate as an adjective (i.e. “real-time quotes”) but not when used alone (i.e. “let’s chat in real time”).
- **RedBook Audio**—format used for music on Audio CDs
- **reinstall**—do not hyphenate
- **remastered**—do not hyphenate
- **remixed**—do not hyphenate
- **re-release**—write with hyphen (not rerelease)
- **RIAA**—Recording Industry Association of America
- **right-hand**—hyphenate, but avoid the use of the word when possible (sucks for people with no hands!). Instead, just use “right” or rightmost, i.e., “on the right side of the screen” or “the rightmost button.”
- **RM**—Real Media. RealNetworks codec
- **Roxio**—although the logo is all lowercase, in general text write it as Roxio with capital R. First instance within a document write as “Roxio, Inc. The Digital Media Company®.”
- **Samsung/Napster YP-910**—exact name for the Napster portable device, in general text Samsung Napster Player is preferred.
- **Samsung Napster Player**—general usage term for the Samsung/Napster portable device.
- **scroll bar**—two words
- **secure WMA**—encrypted format of Windows Media Audio

- **setup/set up**—one word when used as a noun or adjective and two words when used as a verb. Never hyphenate. Also note that setup is capitalized when referring to a specific program. Example: Install the software by running Setup.
- **single-click**—always hyphenate
- **sign-in/sign in**—hyphenate when adjective or noun (“sign-in procedure” or “proceed to the sign-in”); two words when used as a verb (sign in to your account). In reference to Napster, this term should be used instead of login or log in.
- **sign-out/sign out**—hyphenate when adjective or noun (“sign-out button” or “go to the sign-out”); two words when used as a verb (sign out of the system). In reference to Napster, this term should be used instead of logout or log out.
- **sign-up/sign up**—hyphenate when adjective or noun, two words when verb
- **skin**—custom interface for a media player
- **SMS**—Subscription Management System
- **song**—avoid using “song” (at least in reference to instructional task copy); the preferred term when referring to Napster content is “track”
- **sound card**—write as two words with no hyphen
- **SSL**—secure sockets layer
- **stack**—whether credits (or actual downloads) carry over from month to month. This term is often misused in the industry and should be avoided.
- **standalone**—one word, used as an adjective only. Only use in reference to Napster if absolutely necessary to make the distinction between the application and the plug-in.
- **subscription**—do not use this term, use “Premium service” instead
- **superdistribution**—not hyphenated. The ability to freely transfer content in any manner without the transfer of rights to the content
- **TCP/IP**—Transmission Control Protocol/Internet Protocol
- **tethered download**—DO NOT USE this term (except internally)
- **thumbnail**—one word, not hyphenated. No need to say “thumbnail file” as this is redundant. A miniaturized version of a graphic used for reference.
- **track**—this is the preferred term when referring to Napster content (i.e., avoid using “song”) at least in an instructional context
- **tracklist**—all one word.
- **UMG**—Universal Music Group

- **Uniform Resource Locator (URL)**—refers to an Internet address that locates any resource on the Web. The convention for writing URLs is as follows:  
  
<http://www.napster.com> (all lowercase and underlined and blue (RGB: 48 68 181))
- **upload**—one word, do not hyphenate. Refers to transferring a file from a PC to the Internet or a remote server (also see download).
- **upgrade**—one word, not hyphenated
- **uppercase**—one word, not hyphenated
- **USB**—universal serial bus
- **user**—DO NOT USE in reference to Napster members. Use “member” or “Premium member”.
- **username**—DO NOT USE in reference to Napster, use “member name”
- **WAV**—a file format used by Windows to store sounds as waveforms. This is the standard format for audio CDs
- **Web**—always use initial capital when used alone. Refers to the World Wide Web.
- **Web page**—two words with initial capital on Web
- **Web site**—two words with initial capital on Web
- **Windows Media Player**—Media player developed by Microsoft. Only use WMP acronym internally.
- **Windows Media Player 9 Series**—do not use WMP9 or other variations. After writing as above in first instance, subsequent references can use ‘the 9 Series player’.
- **WMA**—Windows Media Audio. Microsoft developed codec. Also see Secure WMA.
- **XML**—Extensible Markup Language
- **ZIP Code**—all caps when referring to the postal code (ZIP is actually an acronym); otherwise use “zip” as product specifies