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## Swapster.com Goes Social with Media Barter Service

Swapster.com is looking to change the way people use their CDs, DVDs, video games and books by combining media trading with the social technology of sites like Facebook. Swapster is a media bartering system that lets users trade their music, movies, video games and books with others through an easy-to-use points system. This unique bartering schema breathes new life into an otherwise obsolete media collection.

Members list their pre-owned CDs, DVDs, video games and books on the site for free and set their price in Swapster points. The items are added to public lists and become immediately searchable by visitors and members alike. "We put a lot of effort into creating a compelling, easy-to-use website," says Don Henning from Swapster.com. After a simple sign-up, users are ready to list, browse, and swap their media.

Swapster's goal is to make music, movie, video game and book trading as easy as possible while connecting member networks to the process. Facebook applications and other social interaction tools promote items being sold and generate swapping points for the member. Bringing friends, family, and other connections to the site helps users tap into their personal network and reach groups of people with shared interests.

With simple and fun interactivity at the heart of the site, Swapster is positioned to help its members realize how much their existing media collection is worth. "Even casual members will quickly see how much money they can save on Swapster," Don explains. "Ten CDs at Best Buy would cost you around \$150. On Swapster, the cost to swap for the same ten albums would be less than \$20."

Swapster is not only good for strained bank accounts, it also helps reduce landfill-bound waste and manufacturing energy. Reusing CDs, DVDs, and other lasting products is a great way to help the environment. One disc, of course, is not going to fix the problem but shifting the cultural mindset towards extending the lifetime of reusable goods is a step in the right direction.

To see social media trading in action, sign up at [Swapster.com](http://www.swapster.com) and try out the free, open beta phase.

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