



DROM

THE D-ROM ALBUM LAUNCH
WORLD CLUB TOUR 2011
featuring The Legends

www.d-rom.com

It's a WIN - WIN

For the dance music professional **D-ROM** is an exciting and essential new music, promotion and distribution system, one that's entirely focused upon the specific needs of **DJs, PRODUCERS, ARTISTS, LABELS, PROMOTERS** and **CLUB VENUES**.

D-ROM deliver a comprehensive free global service, employing a unique music auto-licensing system that ensures that everyone involved will benefit materially from worldwide direct marketing, distribution and sales of their creations and product. DJs, clubs and promoters are able to create, auto-license, and sell their own mixes, receive free promotion, **AND EARN MONEY!** Meanwhile labels, producers and artists can freely promote their labels, releases and material to our acclaimed international DJ members, **AND EARN MONEY!** It really is a **WIN-WIN** situation.

The **D-ROM** site at **www.d-rom.com** already contains over 20,000 quality tracks –ranging from classic to contemporary –for our accredited members to download, use in mixes, or even re-mix. It's an **ENTIRELY FREE SERVICE** for the **INDUSTRY PROFESSIONAL**.

There are no hidden terms, or catches; once accepted into the **D-ROM** fold a DJ member can wallow in a torrent of quality rhythmic sounds, with new material flowing in daily. They can effortlessly enhance their reputation, while **D-ROM** make their mix albums and tracks available to the world at large (at a generous royalty percentage), since the system enables the creation of mixes that receive immediate worldwide distribution through all major web and mobile digital download outlets, via **The Orchard**.

For the music maker **D-ROM** is a superb promotional tool that enables labels and producers to quickly and efficiently service our leading DJs with their latest material. It might simply be played out, or used in mix album releases **THAT EARN MONEY!**



£7.99 Buy Album ▾

Genre: Dance
Released: 12 July 2010
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Brandon Block Top...

Songs Albums

1. The England Football Soci...

More Brandon Block

Alert Me

Block Rocking

BLOCK ROCKING - BRANDON BLOCK

▲	Name	Artist	Time	Popularity	Price
1.	Fly (Main Vocal) feat. Alison Cro...	Fanatix	6:42		£0.79 BUY ▾
2.	Wonderful (Terry's Main Club Mi...	Terry Hunter	8:02		£0.79 BUY ▾
3.	What The Funk	Eric M	3:41		£0.79 BUY ▾
4.	Oh Yeah	EricM	4:13		£0.79 BUY ▾
5.	Loosen Up (The Jinks DJ Tool) f...	Jinkzilla	4:46		£0.79 BUY ▾
6.	Clappin	The Jinks	6:59		£0.79 BUY ▾
7.	Up To You (Main) feat. Alma Hor...	The Jinks	8:30		£0.79 BUY ▾
8.	Wiggle (Conan Liquid Main) feat...	The Jinks	7:07		£0.79 BUY ▾
9.	Lady Luck (The Jinks J Fonk Dub)	Radhika	5:53		£0.79 BUY ▾
10.	Don't Ignore My Love (The Jinks ...	The Jinks	5:55		£0.79 BUY ▾
11.	That Feeling (Original Mix) feat. ...	Mazai	6:24		£0.79 BUY ▾
12.	Nobody's Fool (Dub Inst)	Nightstylers	9:48		£0.79 BUY ▾
13.	Block Rocking (Continuous DJ ...	Various Artists	1:04.47		Album Only ▾
		Digital Booklet - Block Rocking			Album Only ▾

Preview All Total: 14 Items



A key aspect of the **D-ROM** system – apart from it being so easy to engage with – is that it **FULLY SUPPORTS** and **REWARDS** the creators of the source material that makes the whole magical thing work – the producers, the labels and the **MUSIC INDUSTRY** at large. **D-ROM** ensure that the financial rewards from downloads are shared efficiently and fairly amongst all of those involved in a project.

D-ROM have initially opted to launch the DJ mix element of the site in a comparatively low-key, gradually building, manner, with nine albums released in the first two months (including **BRANDON BLOCK'S 'BLOCK ROCKIN'**, **GRAHAM GOLD'S 'TRANCE DAYZE'**, **JIM SHAFT RYAN'S 'GOING GLOBAL** and others by **THE JINKS**, **ANDY GALEA**.). The pace will increase as the team lock into a schedule of weekly releases from early 2011, including a new mix album from legendary **Detroit Techno** DJ-producer **MARSHALL JEFFERSON**, compiled entirely from of his own classic material. **Ibiza's** equally legendary **ALFREDO**, the acclaimed **80's BALEARIC** sound style originator, will soon follow.



Of course, **D-ROM** isn't intended as merely the new home for DJ's who've been honing their immense mix skills since the 80s and 90s, it's also to be the chosen launch pad for a whole slew of fresh DJ and production talents, including many from the emerging **British Rap** scene. Musically it goes wherever its' respected DJ members want it to go – exploring every facet of current club culture.

D-ROM exists to provide every credible DJ and production team on the planet with a fantastic free production, mix and distribution outlet. So, as the release schedule increases in pace, the roster ever more comprehensive, **D-ROM** will embrace and promote the most diverse and eclectic range of club music genres and DJs imaginable. If there is any primary agenda at **D-ROM**, it is to help musical talent effortlessly deliver their product to the global marketplace... **THEN LET THE PEOPLE DECIDE!**

D-ROM - WHY GIVE IT AWAY, WHEN YOU CAN MAKE IT PAY?



THE D-ROM MARKETING PLAN

Dance Music Content for the online and mobile download market.

Dance music is a worldwide phenomenon.

In the UK alone over two Million people go to dance clubs every week.

D-Rom has developed a proprietary automatic online process for the production and distribution of Dance Music Content (full length Dance Albums and Singles) for the rapidly growing online and mobile phone music market.

D-ROM receives a share of all revenue generated from the exploitation of Dance Music Content in all media and across all platforms worldwide including iTunes, emusic, 7Digital, Vodafone etc.

Dance Music Content accounts for 30% of all music sales on mobile phones. Music is a key driver of mobile phone usage.

MUSIC WEEK UK, one of the key industry weeklies world-wide, estimates that digital sales will overtake sales of physical product in the UK in 2011, followed by the rest of Europe in subsequent years.

Audiences are now demanding more than just a digital single; they want albums, artwork, an artist, and a story. Full length albums now comprise 20% of the total download market.



THE D-ROM PLAN

In 2007 D-Rom started investing in the research, design, and development of an automatic online system to produce and market Dance Music Content.

The Beta 1 website was launched in December 2009.

In Year 1 of the Business Plan, January 2010 to November 2010, D-Rom has:-

Launched www.d-rom.com, an automatic online process for the production and distribution of Dance Music Content.

Signed contracts with 130 top professional DJs including:

Jeremy Healy U.K
Brandon Block U.K
Colin Dale U.K
John Kelly U.K
Martin Liberty Larner U.K
Graeme Park U.K
Andy Ward U.K
Graham Gold U.K
Alex P U.K
Wayne Willians USA
Jutin Berkmann U.K
Jim "Shaft" Ryan U.K
Alfredo (Space/ Ibiza)
Nigel Hayes U.K
Dave Angel U.K
Jim Masters U.K
Victor Simonelli USA
Allister Whitehead U.K
Halo USA
Marshall Jefferson USA
Bryan Gee U.K
Danny Rampling U.K
Miss Money Penny's Club/Promotor
Terry Hunter USA

Signed contracts with 105 independent labels.

Aramada (Armin Van Buren's label)
Soul Heaven
Miss Moneypennys
Artizan Music
Wrecked Records
ARC



Upcoming DJs:

Supa D U.K	Trifi Trizzil USA
DJ Melo-D U.K	Andy Galea U.K
Pete Doyle U.K	Natalie Coleman U.K
DJ Largo aka T.E.K U.K	Coolie G UK
Pixeldot Italy	JB U.K
JD Love U.K	Joe Le Groove U.K
Transformerz France	Sfaka Germany
Alfredo Ramos U.K	Hertzen U.K
Rachel Ellektra U.K	Kuba U.K
Dan Catz U.K	T.E.K U.K
Fabrizio Marra Italy	David Sabat USA
Samuel Lawrence USA	Houseamigos DJs U.K
Kismet U.K	Mazai Russia
Andres Arias a.k.a Loiter Spain	DR P U.K
Alvaro Vela Spain	Jon Sa Trinxia Ibiza / Spain
Edmun Spain	Lenny Bizarre Ibiza/Spain
DJ Howard Spain	Luke Brancaccio U.K
Alex Everest U.K	Anna Kiss U.K
Neimis Italy	Carmin.D France
Gepy U.K	Colin John U.K
The jinks U.K	Danny Foster U.K
Chris Minus Denmark	Shanne Watcha U.K

Signed an online distribution deal with The Orchard plc, the largest digital distribution company in the world. D-Rom product will be available for online purchase worldwide via 620 outlets, a mix of online music retailers such as itunes, and mobile phone companies such as vodaphone, AT&T etc (dance music makes up 30% of mobile music downloads, more than rock/pop).

Completed systems testing and evaluation and released 12 full length Dance Mixes created by contracted DJs using the proprietary D-Rom automatic online licensing process for distribution through Orchard for online sales worldwide.

Source other revenue streams , we currently have interest in physical distribution, sponsorship , and club tours.

As part of their contracts with D-Rom, DJs agree to make promotional appearances.



HOW DOES IT WORK

D-ROM has developed the world's first automatic online licensing process for the production and distribution of full length Dance Music Content and singles for the rapidly growing, online and mobile phone music media markets.

The process is hosted on www.d-rom.com, a state of the art, database driven, and fully automated online destination with expandable capacity, able to house a virtually unlimited quantity of down loadable music.

MASTERS The owners of master sound recordings contract with D-ROM on a non-exclusive basis to upload their masters to the D-ROM website.

Established professional DJs contract with D-ROM to create original Dance Music Content using masters from the D-ROM website.

CLUBS Major Club brands contract with D-ROM to create original Dance Music Content using masters from the D-ROM website.

DANCE MUSIC CONTENT Finished original Dance Music Content is uploaded to the website for distribution worldwide across all online music retailers, and mobile phone platforms.



THE LEGENDS TOUR

D-ROM has signed 130 of the worlds top DJs.

We will be offering clubs worldwide the opportunity to be part of the D-Rom world club tour. Most DJs are contracted to d-rom to appear at a reduced cost to promote their album releases.

We kick off the tour in March 2011 with a special Legends Tour featuring the godfathers of house Marshall Jefferson ,Wayne Williams, and Terry Hunter. This will be followed by Alfredo @ Space, Ibiza throughout the summer.

We will support the release of every album by exclusive tour appearances from our DJs all over the world.

With the launch of the streaming consumer site in January 2011, D-ROM will quickly build a loyal fan base achieving its goal to sell at least 5,000 of each new album released, opening up a massive world wide database of fans helping to drive advertisers and sponsorship from all over the world .

A key part of D-ROM's marketing activity and strategy is that once the business to consumer site is launched, we use the famous DJs and their contracted obligation to D-ROM to market direct to the consumer. With this strategy D-ROM will quickly build a loyal fan base achieving the goal to sell at least 5,000 of each new album . We can then promote the new B to C web launch to attract large advertising revenue and sponsorship.



MARSHALL JEFFERSON

Marshall Jefferson is one of the founding fathers of house music as it is known today. Born in Chicago in 1959, Marshall was a central figure in the development of the Chicago house scene and produced seminal house anthems including 'Move Your Body', '7 Ways To Jack' and 'Open Our Eyes'. He has worked with the best in the business, from fellow founding father Frankie Knuckles to Roy Davis Jr., Steve 'Silk' Hurley, Felix Da Housecat and Lil Louis. Marshall has had a leading hand in the growth of the acid and deep house movements and even today continues to evolve these genres amid dooms-dayers predicting their collective demise.



Initially inspired by rock music, regular trips to Chicago's famed Music Box Club in the mid-1980s turned Marshall onto the sounds of early house music. Having bought himself a modest synthesiser and sequencer set-up, Marshall began producing his own cuts and passed them onto Ron Hardy of the Music Box Club, who quickly began playing them to the love of the crowd.

Marshall's first release, 1985's 'Go Wild Rhythm Trax' on Virgo Records, demonstrated Marshall had the talent vital to succeed in such a fickle industry. 'Move Your Body', originally a production Marshall had passed onto Ron Hardy, was released on Trax Records in 1986 and is today recognised as a genre-defining release, having been subtitled and acclaimed 'The House Music Anthem'.

The mid-1980s gave way to the development of acid house, and Marshall actively participated in the movement's growth through his use of the Roland TB303. The release in 1987 of 'Acid Trax' launched the career of DJ Pierre and Marshall went on to work with the likes of Ten City, Robert Owens, Keith Thompson and Pierre's collective Phuture.

Forever in search of fresh inspiration, Marshall switched his focus in the late 1980s from acid house to the then relatively new sub-genre of deep house. 'Open Our Eyes', released on Big Beat in 1988, was a huge success; nowhere before had a producer been able to make such an emotional connection with the listener, at the same time maintaining the physical connection necessary for it to succeed on the dance floor. Through his work with vocalists like Kim Mazelle, Ce Ce Rogers and Curtis McClaine, Marshall produced hits on labels including Republic UK, Trax Records, Atlantic and Syncopate.

Juggling production and remix duties with a hectic touring schedule, Marshall was the headline act in the first House Music Tour of Europe in 1987 and enjoyed regular gigs in clubs around the US, most notably in Chicago.



In 1990 Marshall retired from the scene following the shelving of a massive project he took on with Big Beat Records, but re-appeared behind the decks three years later feeling reenergised and with an increased drive and passion for house music. He moved to London and began a five-year residency with the Tribal Gathering and Big Love events. His debut artist album, 1997's 'Day Of The Onion', received critical acclaim across the board, as did his mix compilations including 1996's Tribal Gathering release – which he mixed with fellow residents James Lavelle and Gayle San - and his 1997 effort, 'Chicago House 86-91: The Definitive Story'.

The new millennium saw original production take a back seat, with Marshall instead releasing several mix compilations, including 2001's 'Welcome to The World Of Marshall Jefferson – A Testament to House Music', 2003's 'Move Your Body: The Evolution of Chicago House' and 2004's 'Marshall Jefferson Presents The Foundations of House', released on the UK's Suss'd Records.

Original releases, when they did drop, always fared well. Marshall's collaboration with Serge Imhof on '69%' on ATFC's OnePhatDeeva imprint was a defining release for the then relatively new label. 2004 saw Marshall team up with DJ Pierre once more to release 'Clap Your Hands (Everybody Dance)' on the UK's Essence Records. The following year Marshall appeared at London club Pacha as part of their 'Fathers of House' events, a series celebrating house music's heroes from past and present. He is currently touring extensively, continuing to spread his love of music around the world.

WAYNE WILLIAMS

The Man Behind The Music

From a local Deejay to an Executive at a major record label, Wayne Williams is the man behind the music.

Over 35 years ago, a young man started on a journey of sound. Brought to life by house and dance music, Wayne took a chance and stepped into uncharted territory. Noted for bringing disco into the Southside of Chicago, Wayne quickly became a local celebrity. The new sound echoed through backyard summer barbecues and Wayne found himself Deejaying a different party every night. The young entrepreneur quickly built an electric empire. Wanting to capitalize on his new business, Wayne began bringing in more Deejay's to support the craze he had created. What had started with one was now "A Chosen Few". The group of Deejay's lead by Wayne became the top booked company in the area. Throughout his teen years, Wayne and the rest of his company worked together to build a following. As Wayne grew with the music he decided to reach deeper into the industry and began working for Trax Records.



The Dance label gave Wayne the opportunity he needed to further develop his talents, and it was not long before he recorded his first track, "Undercover". Using the alias Dr. Derelict, Wayne was able to gain a multitude of experience. Allowing himself to be absorbed into the European club scene, Wayne chose the hits that infiltrated through the speakers of every major club in the area. Songs like "Move Your Body" and "No Way Back" were brought mainstream due to Wayne's natural ability to recognize hits. It did not take long before he caught the attention of a London label, Jive Records.

After meeting with the label, Wayne was offered an A&R position with the company and was given the opportunity to run their Chicago studio. From day one, Wayne began selecting chart toppers. Early on he worked with Mr. Lee and also put together remixes for Samantha Fox, but Wayne's first major success was in his transformation of the Fresh Prince and DJ Jazzy Jeff. Songs like "Summer Time", "Boom! Shake The Room" and "Ring My Bell" became more than just popular radio plays. They became songs that signified a decade. Fueled by his accomplishments, Wayne embarked on a mission to find an icon.

Always keeping his ears open, Wayne was taken a back one summer afternoon when he heard an amazing male vocalist in a friend's backyard. Enraptured by the harmonic tones, Wayne instantly became an advocate of R. Kelly. Knowing the potential of the young artist, Wayne would stop at nothing to get him signed. After a year of convincing, Jive Records agreed to give the R&B performer a chance. With Wayne's guidance and musical know how, R. Kelly became a major player in the R&B world and it would not be long before



the singer/songwriter went platinum. The Grammy award winning artist released singles such as “I Believe I Can Fly”, “Step In The Name of Love”, “Flirt” and countless other chart toppers. Since Wayne and R. Kelly have been collaborating, R. Kelly has released 10 consecutive platinum albums. All of would not have been possible with out the influence of Wayne Williams.

While working with R. Kelly, Wayne continued to search for more artists. Wayne brought Mystical, Aaliyah and Rob to Jive. In addition to selecting hits for these artists Wayne also helped further the careers of artists that were already signed to Jive. Joe’s hit single, “Stutter” which Wayne worked on went triple platinum. More recently Wayne has reached a higher level of success. His artist Raheem DeVaughn received two Grammy nominations for singles “Customer” and “Woman”. Wayne has also achieved what most would consider impossible and enabled Charlie Wilson, a man in his 50’s, to produce a gold album featuring the hit single "Charlie Last Name Wilson". Wayne is off to a great start on Charlie Wilson's current album with the popular single “There Goes My Baby”. The song has reached number one on the contemporary charts for 10 straight weeks, and his current single “Can’t Live Without You” is currently climbing and holds the #2 spot on the UAC charts.

Wayne’s most current singles include R. Kelly featuring Keri Hilson “#1 Sex” and Raheem DeVaughn featuring Ludacris “Bullet Proof”. Wayne is very excited about R. Kelly’s new album titled “Untitled” and Raheem DeVaughn’s new album titled “Love and War,” projects that he’s currently working on.

Aside from these accomplishments, Wayne’s talents far surpass his ability to select talented artists. Due to his Deejaying experience Wayne also has the ability to create powerful remixes and he even worked on the popular Justin Timberlake remix of “Sexy Back”. Aside from this Wayne has also used his ear and background to select debut singles for popular artists. He is credited for choosing “Toxic” as the first released single off of Britney Spear’s album In The Zone.

In addition to working with Jive Records, Wayne continues to inspire people through his Deejaying. Annually Wayne, along with the rest of the Deejays that make up A Chosen Few, gather together to celebrate music and all they have accomplished. The talented group of Deejays in combination with guest Deejays put on a concert for all to enjoy. The free concert started with about 150 people and has grown to over 30,000. The entire concert is put together year after year by Wayne, and is his pleasure to give back to the community that has given so much to him. Currently Wayne deejays his “Two Nations” event once a month in New York with his partner Kenny Dope.

In the future Wayne hopes to continue to grow and mature his talents. He desires to reach out into every facet of music and create hits in all different genres. After achieving so much success with Dance and R&B Wayne foresees his next venture to be pop. The challenge of the industry is what drives him and as long as it exists so will the excitement. His mark has already been left on the industry, but his career has barley just begun. Whether he is turning tables, selecting hits, or developing artists, Wayne Williams will always be finding his way to the top of the charts.



SPONSORSHIP

D-Rom is producing 4 DJ mixes a month , from some of the world's best DJs.

D-Rom is also actively marketing to clubs DJs, artists and producers.

D-Rom is distributing the mixes across 620 outlets, a mix of online music retailers such as itunes, and mobile phone companies such as vodaphone, AT&T etc (dance music makes up 30% of mobile music downloads, more than rock/pop).

D-Rom will be supporting DJ album releases with European and world wide club tours.

D-Rom will be launching the world's first legal streaming website in the cloud, called dancemusicanthems.com where clubbers, DJs and consumers can stream and listen to legal DJ sets and download booklets and albums direct .

This is an exciting time for D-Rom and we hope you can see the opportunity to be a part of this.

BENEFITS:

- Access to dj's and branding data information on music styles hardware and clubs
- Access to databases and clubbing information and demographics
- Access to branding on all marketing material and database sharing
- Access to the worlds best djs there music and dj sets
- Access to over 20,000-40,000 dance music tracks .
- Branding on covers and music down loaded
- Branding on music players web pages and click through add
- Joint promotion of product launches with in the industry



KEY FACTS & FIGURES

- Official figures show Electronic music accounts for up to 7.5% of total album sales and 13% of single sales
- One of the most popular electronic music tracks of 2009 achieved over 50m online user plays worldwide
- DJs have become as popular as modern day rock stars, generating several hundred million searches online p.a.
- There are an estimated 100k DJs in the UK, 2 of which appear in the DJ Mag Top 10
- Mixmag magazine has a circulation of 26,000 in the UK
- Dance festivals in the UK have a combined licensed capacity of 205,000
- The 'Dance Music' group on Facebook has 467,000 members
- The UK has 1,500 clubs with a combined capacity of 550,000
- 11 of the top 20 iTunes music podcasts relate to the dance genre
- £850m is spent on club admission per year in the UK
- 3.8 million people are involved in the electronic music industry in the UK, representing over 10% of 16-55 year olds

