

KEY FACTS ABOUT ROCKAFFAIRS

BUSINESS MODEL

- Artists do not have to pay any fees to sell music
- Artists keep 100% of the profit from music sales
- The only fees are the PayPal processing fees (5p+5%) - so artists keep 89p on a 99p track

TIMELINE

- November 2007 - Initial idea for RockAffairs on a long commute to central London
- January 2008 - Start-up funding provided by Andy Taylor (ex-Duran Duran)
- February 2008 – Test-site launched, first 20 artists join
- June 2008 – Andy Taylor abandons the project, Sarah Eaglesfield continues
- September 2008 – Official press campaign starts
- December 2008 – Guitar Hero Giveaway courtesy of [Barrington Harvey PR](#)

ABOUT SARAH

- Sarah has been promoting unsigned bands since 1990, when she was 15 years old
- Created her first band website in 1993
- Worked on Duran Duran's official website from 1998 – 2006; she quit when they sacked Andy Taylor; replacing the front page of duranduran.com with: "Duran Duran without Andy Taylor is like anal sex without lube"
- Subject matter expert on social networking and use of the internet for band promotion

REGIONAL THEMES

- Sarah was born in Birmingham, and lived there most of her adult life – she attended Sutton Girls Grammar School
- Sarah attended Brunel University, in Uxbridge

TECHNICAL THEMES

- RockAffairs can currently cater for 2000 bands – but will be expanded as needed
- RockAffairs was built using the Jamroom platform
- RockAffairs uses the Smarty templating system
- RockAffairs is hosted by jbservers.net

FOR FURTHER INFORMATION:

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