

Introducing Rootsy



Rootsy is a brand new Scandinavian operation, dedicated to roots music of all kinds; Americana, Rock, Blues, Country, Soul, World, Reggae, Gospel, Jazz...

Rootsy.nu

Rootsy is working with the traditional way of distribution, sales, promotion and marketing, but due to the rapidly changing situation on the Scandinavian market, we're also exploring other possibilities. We're trying to build a community for people that are into roots music, and the best and most cost effective way is to use the internet. Our primary tool is the **Rootsy.nu website with a reviews, interviews, news, tour dates** where some of the most well respected Scandinavian writers contribute. The site also has a commercial part, i.e. a **mailorder company**.

The site is also a tool to build a **database**, and we will soon be able to reach the right people (potential buyers) with emails, fast and cheap.

In Scandinavia there is a limited but substantial group of people interested in roots music. It's pretty safe to say that this group doing rather well economically, got money to spend on music, got computers, are using the internet to gather information etc. In 2005 our aim is to be able to reach 75-80% of this group with Rootsyt.nu.

Rootsy Promotion & Marketing

Rootsy is the first **independent promotion & marketing company** in Sweden, specializing on roots music. With a unique knowledge of roots music and the Scandinavian music business, Rootsyt is the best guarantee to give you as much exposure as possible at a reasonable price. We can also do limited promotion in Norway and Denmark.

Rootsy Label Representation

Rootsy can help you;

- set up distribution in each Scandinavian country
- oversee distribution, make sure sales reps get the correct information on time, attend sales meetings, handle stock control etc
- Handle Promotion and marketing in Sweden.
- Set up and oversee promotion and marketing in Denmark, Norway and Finland
- Third party compilations
- Club sales
- Oversee tours and handle tour promotion
- Exploit alternative sales possibilities etc

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Labels represented by Rootsyt: **Appleseed, Blood and Fire, Dualtone, Hightone, Righteous Babe** (more to be announced soon)

Acts represented by Rootsyt: **Ani DiFranco, Donovan, Tom Russell, Chip Taylor & Carrie Rodriguez, Eric Andersen, Nitty Gritty Dirt Band, The Greencards, The Silos, BR549, Charlie Robison, John Wesley Harding, Hamell On Trial, Daryl Dodd, Kate McDonnell** (more to be announced soon)

So, what can Rootsyt do for you? Well, it's up to you really...

Level one:

reviews by the most well respected Scandinavian writers
tour schedules updated daily
interviews
daily news

Level two:

ads at competitive prices
e-cards
micro websites
contests

Level three:

independent promotion
marketing
internet sales
consulting

Level four:

label representation
licensing
management
syncs & 3rd party licensing