

Spider Rock Promotion has officially entered music industry on 4 september 2010, releasing *Blind Horizon - "The Parallax Theory"*, and distributing it through digital markets.

We must explain some differences between this kind of distribution and the one offered by a traditional label.

Spider Rock addresses to the digital market exclusively, and takes care of promotion and distribution of its releases through major web channels. This is obviously due to the physical market crisis that stroke all the labels (even the major ones), who are forced to drastic cuts of promotional costs, with the decrease of the sales as a consequence, and the implementation of infamous onerous policies for the bands.

Times ('80) when a label could produce an album paying for recordings, distribution and promotion are definitely past. Now even the greatest bands are involved in self-production. Underground bands often receive absurd proposals from labels who ask for money to print, (not to) distribute and (not to) promote their albums. These albums won't be sold, unless the band itself decide to buy some copies needed for the live shows.

Spider Rock sides against this process, of course more profitable, but maybe harmful for the scene we strongly support. We analyze the new technologies such as the internet, and use them to offer our bands the visibility that is often only an illusion of a traditional distribution agreement.

To grant such a visibility we entrust a large network of contacts and partners, and through our technicians **we want to offer something that NO ONE can offer, by now**: tutorials, real manuals for internet visibility, at your service. You will be able to verify our work, and will treasure such a knowledge forever.

Our digital distribution agreement lasts usually six months, and it's customized on the band. Spider Rock grants the returns will be never lower than the others. Moreover, Spider Rock will take care of the promotion starting a month before the release date and until the end of the dial, submitting digital promo to webzines, magazines, radio, and media), monitoring the reviews as they will be published, requesting interviews and so on.

For information, please, [write us!](#)

These are Spider Rock digital releases by now:

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