

## Jamiroquai to release new Web 2.0 driven e-commerce fan website

### Jamiroquai to release new Web 2.0 driven e-commerce fan website embracing digital and social media

**06 December 2007, London, UK** ---- Jamiroquai, the disco, funk and soul band (<http://www.jamiroquai.com>) is to release its new website this week.

The site takes a new approach to the music business in that it delivers not only a comprehensive destination for all things Jamiroquai but also facilitates sharing and syndication via widgets and social networks. Content includes songs, video, event details, merchandise and artist resources.

Fans will be able to interact with Jamiroquai, enabling them to place popular widgets and Jamiroquai content on their own social networking and / or blog pages easily. The website employs new technologies, including calendar software Spongecell that allows updates on where the band is and what they're doing. The software catalogues the bands journey from its arrival on the scene in the early 1990s to the present day.

The new [Jamiroquai.com](http://www.jamiroquai.com) website is driven by an e-commerce platform that enables fans to buy CDs, digital downloads, exclusive merchandise and receive up-to-the-minute information using RSS to distribute content, calendars and photos. The new Jamiroquai site was created by content management system (CMS) and software specialists Modera (<http://www.modera.net>).

Jay Kay of Jamiroquai says, "The internet is shaping the future of music and I'm excited by the potential it offers artists. The new Jamiroquai.com site takes advantage of the internet's growing ability to connect and share more intimately with our fans. They are now more involved building and sharing what they wish from the content on our site, even creating content themselves to share with us and each other."

Neil Cartwright, founder of [Million Media](http://www.1-000-000.com) (<http://www.1-000-000.com>), comments, "The aim isn't simply how many fans can we get to visit the artist's website anymore. It's about how we get the artist's content on to theirs. Jamiroquai.com employs many new Web 2.0 technologies to present fans with the features they now want and expect from an artist's website. The strength of the site is Modera's CMS, which provides us with full and complete flexibility in updating the fans with the latest Jamiroquai news. "

[Siim Vips, CEO at Modera](#) explains, "The Jamiroquai.com site is extremely flexible and intuitive and embraces the social media culture that has been prolific of late. The site works in tandem with the bands profiles on MySpace, Virb, Netvibes, Imeem and a branded YouTube channel to name a few. All of Jamiroquai's photography and imagery is available on the new site and is pulled from Flickr so fans can catch the latest snaps of the band at gigs and on tour."

----Ends----

----Notes to editors----

The media spokespeople for Modera are [Siim Vips, CEO](#) and Priit Vaikmaa, marketing manager.

The media spokesperson for Million Media is founder, [Neil Cartwright](#), m: +44 (0) 7855 449845

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This press release is available in [PDF, plain text and Word formats](#). Photographs are available of the Modera team.

### **About Jamiroquai**

<http://www.jamiroquai.com>

After 16 years, 159 weeks on the UK singles chart, 232 weeks on the albums chart, more than 21 million album sales and five mammoth world tours - playing to 5 million people in 38 countries - it's fair to say that Jay Kay is one of the UK's most successful artists of any era.

What's more, he's got the 6 multi-platinum albums, 5 MTV awards, the Grammy, the Ivor Novello and enough lurid tabloid headlines to prove it.

The latest Jamiroquai release, 'High Times - The Singles 1992-2006', captured the decade and a half journey via Jay Kay's irresistible rare groove and unmistakable barbed disco.

Jamiroquai.com has existed since 1997, making it one of the world's longest running official sites.

### **About Million Media**

<http://www.1-000-000.com>

Million was formed three years ago with the aim of helping artistes, labels and managers get the most from the new opportunities presented by the Internet. It is Million's belief that Web 2.0 innovations such as Last.fm, Virb, Imeem, Netvibes and YouTube have altered forever the way artistes and their audience interact. Million assist artists design and manage their website and social network profiles to create dynamic fan communities.

### **About Modera**

<http://www.modera.net>

Modera is a software company specialising in content management software development. Modera operates in over 20 countries including the UK, Spain, Hong Kong and the USA, with headquarters in Estonia. Backed by 24-hour support and a vast partner network, Modera takes the hassle out of content management with its cost-effective webmaster, intranet, and extranet product line. Whether taken separately or together as a complete interconnected product, these tools are fast and secure, and their modular design makes them highly flexible.

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[Elemental Communications](#)

[Tim Gibbon, Director](#)

Mobile: +44 (0) 7930 375 663

[Rachel Hawkes Account Director](#)

Mobile: +44 (0) 776 665 1244

Email: [mediacentre@elementalcomms.co.uk](mailto:mediacentre@elementalcomms.co.uk)

Telephone: +44 (0) 870 745 9292

Fax: +44 (0) 870 745 9293

Website: <http://www.elementalcomms.co.uk>

Address: Second Floor, 145 -157 St John Street, London, EC1V 4PY, England, UK

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