



## Article Side

Artists and fans benefit from finding the hottest House music online by [Christian Aird](#)

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The Internet is great but sometimes searching for what you want can represent negotiating a minefield. This is also applicable to finding House music online.

It would certainly save a lot of time if the latest industry news and up-and-coming artists could be found in one place. No more straining your eyes unnecessarily as you scan countless search results. Then, once you've found them, it wouldn't hurt to know where and when your favourite artists and DJs are going to perform.

Thankfully, places that can provide all of these services and more do exist. Happy days! Dedicated UK record labels are harnessing the power of the web to host and promote their rosters. That's right. Some of London's finest House/Techno House and Techno talent is being assembled and offered to the masses.

You won't even have to trawl the underground to find it. However, if you're an ardent house head, you probably enjoy getting down and dirty.

Whatever type of House takes your fancy

How do you like your House? Deep and soulful? Old-school beats? Or, perhaps you enjoy some hot jazzy sounds? Record labels and promoters are tapping into the insatiable appetite for the freshest house offerings.

And as they continue to develop their online presence it is fans that will benefit. No matter what your personal preference is you're sure to find something that will get you moving.

Think your track has what it takes to rock the dance floor? This open approach to showcasing and promoting house music is all about sharing the latest trends. And it works well for artists and DJs as well as house heads.

After all, having your work heard by a potentially global audience can't harm your chances of nailing a headline gig. You might be a London-based bedroom DJ now but having your House music online could open new doors.

Of course, it's now easier than ever to gain airplay. However, you probably won't be able to rely on one clip becoming a YouTube sensation. It might work for some. But, the reality is, getting into bed with 'the industry' right from the start is probably a better option.

That doesn't mean you have to sell out. A large part of House music's aesthetic is its underground appeal and edge. Submitting your work to a house-orientated label is simply a practical way to gain more exposure.

It's not a particularly novel concept. Record companies have always done their best to unearth the latest star. But thanks to their burgeoning online presence, they now have the chance to interact closely with their artists and fans. And that means more music is going out on the World Wide Web.

UK record labels are continuing to push new boundaries. This has made finding House music online an increasingly simple task. Ultimately, everyone stands to gain something from the labels pushing their talent.

Artists and DJs can exploit the opportunities afforded by the web. Promoters are also given a platform to advertise their creative line-ups. And finally, fans everywhere can enjoy sampling some of the most body-shaking beats around.

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[Christian Aird](#) - About Author:

Vineet Sharma is an online freelance copywriter who has covered a number of subjects relating to the a [house music online](#).

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