

<p>Tony Zeoli • Press • Billboard Magazine - 3/97</p>	
<p>Web Mix Show Gives DJs Global Exposure Netmix Site Also Lets Visitors Buy, Sample Dance Music by Gina van der Vliet</p>	<p>Billboard - March 1, 1997 (©1997 Billboard Publications, Inc.)</p>
<p>The dance music-themed site Netmix (http://www.netmix.com) is luring several of the world's top DJs to its biweekly Netmix Power Hour netcast, which will soon begin airing on some traditional radio stations.</p> <p>The hourlong mix show spotlights DJs from all over the world, showcasing such talents as Armand Van Helden, Richard "Humpty" Vission, Laurent Garnier, Swedish Eagle, DJ Lars, Roger Sanchez, Bobby D'Ambrosio, and Bad Boy Bill.</p> <p>In the coming weeks, DJ Jody will be featured on the show. He is a member of the deConstruction act Way Out West, whose "The Gift" is No. 41 on the Hot Dance Music/Club Play chart.</p> <p>"We let the DJs pretty much pick what they want to play and be really creative," says Netmix president Tony Zeoli. "We don't have to follow a format like radio stations do."</p> <p>The guest DJs benefit from the global exposure offered by the site, which also lists information on how to contact each DJ.</p> <p>Additional exposure will come from traditional radio stations KACD/ KBCD (Groove Radio) Los Angeles and KZHT Salt Lake City, which plan to air some Netmix spin shows and will credit the Internet site on the air. Netmix also plans to bring mix shows supplied by the stations to its Internet audience.</p> <p>Groove Radio will also be involved in simulcasting a March 25 Netmix party in South Beach, Fla., on the radio and over the Internet.</p> <p>The music played on Netmix is licensed by ASCAP and uses RealAudio 3.0. There are plans to add a video-streaming technology, such as VDOLive or Real Video, in the near future.</p> <p>In addition to its programming, Netmix provides visitors to its World Wide Web site with a way to sample new dance music through the Netmix Artist's Cafe. The feature functions as an online listening station, accompanied by graphics and information about each artist.</p> <p>A link to online retailer Upstairs Records (http://www.upstairs-records.com) allows listeners to buy music that they hear at the site. Netmix is planning to develop a Web site for New York-based indie retailer Vinyl Mania, which will soon be linked to the Netmix site, according to Zeoli.</p> <p>Netmix was started as a one-man operation in Boston a little over a year ago by Zeoli, who has since shifted operations to New York. Zeoli, who has been a DJ for 18 years and also reported to the Hot Dance Music/ Club Play chart for two years, credits Jason Male at Cambridge, Mass.-based Internet Technologies, Netmix's Web carrier, as one of the instrumental forces in the company's development.</p> <p>In November of last year, Zeoli and company joined forces with Pro-Motion president Brad LeBeau, who is also CEO of Netmix.</p> <p>"I knew Tony from his days as a club DJ," says LeBeau. "We quickly developed a working relationship. When Tony came to me with the idea of starting Netmix, I told him he didn't need my help to realize that idea. All he needed was a computer, a modem, and a telephone line . . . When he came to see me in New York about a year later to tell me he had done what I suggested, he pulled out a statistics report that blew me away.</p> <p>" 'The boy in a bedroom in Boston,' as I called him, had done what he had set out to do and managed to draw an unbelievable amount of traffic to his site. That's when I knew the time was right for us to align our companies."</p> <p>Expansion plans include a partnership with Firefly Networks to establish a Netmix venue on the Firefly Web site (http://www.firefly.com).</p> <p>Netmix has also created a Web site for New York's Twilo nightclub (http://www.netmix.com/twilo), which plans to include the Netmix Web site address on its club fliers. The Web site plans to feature some of the DJs that play at Twilo, says Zeoli.</p> <p>Netmix will be promoted through upcoming appearances at the Winter Music Conference, which takes place March 22-26 in Miami, and at Billboard's Dance Music Summit, to be held July 16-18 in Chicago.</p>	