



# CRAIG FRASER WHITE PAPER

[www.craigfraserband.com](http://www.craigfraserband.com)





Airplay Direct Site	1
Artist First Store	2
Bio	3
Comp Cards	5
Console	6
Covers	15
Emusic Store	16
Google Analytics	17
iTunes Store	21
Logo	22
MySpace Site	23
Website	24
YouTube Site	34
Major Achievements	35





**Craig Fraser**

craigfraserband.com  
myspace.com/craigfraserband

**Adult Contemporary / Alt. Country / Folk**

**Location:**  
AUSTRALIA-OCEANIA: Australia :New South Wales

**Record Label:**  
Blue Pie Productions

**Website:**  
[craigfraserband.com](http://craigfraserband.com)

**AirPlay Direct Link:**  
[AirPlayDirect.com/craigfraserband](http://AirPlayDirect.com/craigfraserband)

Click on a track to play 0:00

- Strange Days
- Valley Of Love
- Sometimes

**MUSIC**

**Strange Days**  
Genre: Alt. Country  
MP3 (04:42) [10.74 MB] [DOWNLOAD](#)

**Valley Of Love**  
Genre: Alt. Country  
MP3 (04:17) [9.81 MB] [DOWNLOAD](#)

**Sometimes**  
Genre: Alt. Country  
MP3 (03:41) [8.45 MB] [DOWNLOAD](#)

**BIOGRAPHY**

**PRESS**

**DISCOGRAPHY**

**PHOTO GALLERY**

**TOUR DATES**

**SOCIAL NETWORKING**

**STATS**

**Biography**

Craig Fraser started learning the piano at the age of 5 and continued with it through to his early 20's. When Craig Fraser was growing up his first great loves in music were the Beach Boys and Slim Dusty. Their albums "20 Golden Greats" and "Slim Dusty Lights Coming over the hill" still influence his own style today and remain his all time favourites. Growing up in the 70's in Australia was a great time for music.

Craig has always loved 70's rock and is a fan of bands such as Iggy Pop, The Stooges, Wishbone Ash, Black Sabbath and Pink Floyd. These artists certainly coloured his direction in music and have been an inspiration in his latest works. In the early 1990's he commenced playing in the originals band "Presence" and playing hard rock at the major band venues of the time including "The Epsy", The Gershwin Room, Punters, Rochester Castle and the Palace to name a few.

"Presence" broke up in 1997 but the experience was to help form Craig's song writing and performance skills giving rise to a solo career. After 9 and half years of attempting to get new bands together Craig gave up but continued to write his own songs. In a rare rock and roll moment while getting his hair cut, he ran into Michael Zammit of Airwaves studio. Michael brought Craig out of the dark ages and into the wonderful world of 20th century musical technology, where he learned what could really be achieved. Craig found Michael to be an inspiration and it wasn't long before they commenced recording together. With Craig on vocals, keyboard and harmonica and Michael Zammit on drums, guitar and bass, they completed "Sometimes". This 12 track, two disc CD set of relaxing tunes are all written by Craig and are originally composed on the Piano.

Craig's songs sit somewhere in between light country, folk and pop with a smidge of rock thrown in for good measure. Craig takes his songs very seriously. As Craig says his songs are:

"A bit like a diary they're just certain things that have happened and the way you see it that are meant to be and not changed. For me they are just a way of keeping sane, you can say what you like in a song nobody really knows what or who its about."

When Craig writes he is either playing around on the piano and a melody that you like develops or a word or a sentence pops into his head and creates a theme for a song. The hardest part is joining these two things together and quite often you just can't and there are still after years of trying plenty of melodies without lyrics or words without music. Some come together easily other may never come together.

For Craig writing music and lyrics is something that is on a non stop flow from his life experiences. His songs and lyrics paint pictures that are echoed in writers like Nick Cave, Leonard Cohen and the Eagles. Craig is the song writers song writer. He knows his strengths and weaknesses and welcomes the opportunity for fellow artists to cover his works. As he says "I am no Sinatra when it comes to vocals but I do know melody and know what a good songs needs. You have to tell a story and one that everyone will related to. That's what creates timeless songs. Paul Kelly is a genius at telling us about every day life and I hope that I impart some of my life's experiences for the world to enjoy "

Craig has now started to tour with his new band " The Craig Fraser Band". The band consists of Craig on vocals, keyboard and harmonica and Michael Zammit on drums guitar and bass and a cast of hired guns. Craig calls on a selection of hired guns to fill in any gaps or to do back up vocals and sax when required. As Craig's says:

**0 RADIO CREDITS**

**Members:**  
Craig Fraser, Michael Zammit

**Sounds Like:**  
The Whitlams, The Church,

**Influences:**  
Iggy Pop, The Stooges, Wishbone, Ash, Black Sabbath and Pink Floyd

**AirPlay Direct Member Since:**  
06/17/09

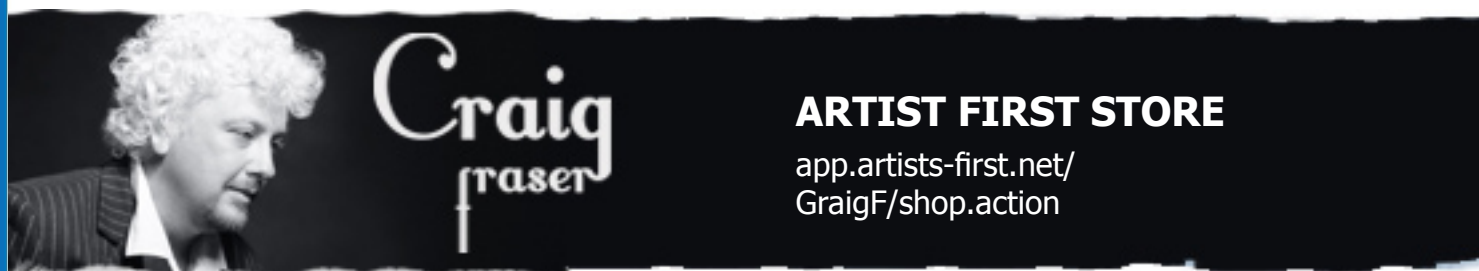
**Profile Last Updated:**  
06/26/10 21:48:24

Personalised Page for Artist + URL

Links to Artist Press, Discography, Photo Gallery, Tour Dates, and MySpace

The Three Top Tracks of the Artist are uploaded for Radio to Download

Latest Artist Bio and Information on the Artist



Fans can use  
Vouchers to  
Purchase Tickets

**Welcome to the Craig Fraser store.**

Your info:  
 Country:[Please Select] [CHANGE](#)  
 Mobile Network:[Please Select] [CHANGE](#)  
 Got a PIN via SMS to redeem for download?     [SUBMIT](#)

[Click here to return to the Craig Fraser site.](#)

**ALBUMS**

**Sometimes**

**Digital**

Track	Title	Preview	Format	Quick Buy (SMS)	Regular Buy
All	Complete Album	-	zip	Choose Country	Choose Country
<b>Audio</b>					
1	Strange Day	<a href="#">PREVIEW ►</a>	mp3	Unavailable	Choose Country
2	Valley of Love	<a href="#">PREVIEW ►</a>	mp3	Unavailable	Choose Country
3	Sometimes	<a href="#">PREVIEW ►</a>	mp3	Unavailable	Choose Country
4	If I Ever Say	<a href="#">PREVIEW ►</a>	mp3	Unavailable	Choose Country
5	Tell Me Friend	<a href="#">PREVIEW ►</a>	mp3	Unavailable	Choose Country
6	Last Waltz Before Leaving	<a href="#">PREVIEW ►</a>	mp3	Unavailable	Choose Country
7	I'm Lost	<a href="#">PREVIEW ►</a>	mp3	Unavailable	Choose Country
8	Glow Worm	<a href="#">PREVIEW ►</a>	mp3	Unavailable	Choose Country
9	Scary	<a href="#">PREVIEW ►</a>	mp3	Unavailable	Choose Country
10	Reason	<a href="#">PREVIEW ►</a>	mp3	Unavailable	Choose Country
11	Meanwhile tree	<a href="#">PREVIEW ►</a>	mp3	Unavailable	Choose Country
12	Mood Swing	<a href="#">PREVIEW ►</a>	mp3	Unavailable	Choose Country

POWERED BY ARTISTS FIRST

Track Listing of  
Releases, for Fans  
to Preview and  
then Purchase  
around the Globe





BIO

www.craigfraserband.com

## Craig Fraser Bio - Page One of Two

Custom Header  
Representing the  
Artist



### Craig Fraser

Craig Fraser started learning the piano at the age of 5 and continued with it through to his early 20's. When Craig Fraser was growing up his first great loves in music were the Beach Boys and Slim Dusty. Their albums "20 Golden Greats" and "Slim Dusty Lights Coming over the hill" still influence his own style today and remain his all time favourites. Growing up in the 70's in Australia was a great time for music.

Craig has always loved 70's rock and is a fan of bands such as Iggy Pop, The Stooges, Wishbone Ash, Black Sabbath and Pink Floyd. These artists certainly coloured his direction in music and have been an inspiration in his latest works. In the early 1990's he commenced playing in the originals band "Presence" and playing hard rock at the major band venues of the time including "The Epsy", The Gershwin Room, Punters, Rochester Castle and the Palace to name a few.

"Presence" broke up in 1997 but the experience was to help form Craig's song writing and performance skills giving rise to a solo career. After 9 and half years of attempting to get new bands together Craig gave up but continued to write his own songs. In a rare rock and roll moment while getting his hair cut, he ran into Michael Zammit of Airwaves studio. Michael brought Craig out of the dark ages and into the wonderful world of 20th century musical technology, where he learned what could really be achieved. Craig found Michael to be an inspiration and it wasn't long before they commenced recording together. With Craig on vocals, keyboard and harmonica and Michael Zammit on drums, guitar and bass, they completed "Sometimes". This 12 track, two disc CD set of relaxing tunes are all written by Craig and are originally composed on the Piano.

Craig's songs sit somewhere in between light country, folk and pop with a smidge of rock thrown in for good measure. Craig takes his songs very seriously. As Craig says his songs are:

"A bit like a diary they're just certain things that have happened and the way you see it that are meant to be and not changed. For me they are just a way of keeping sane, you can say what you like in a song nobody really knows what or who its about."

When Craig writes he is either playing around on the piano and a melody that you like develops or a word or a sentence pops into his head and creates a theme for a song. The hardest part is joining these two things together and quite often you just can't and there are still after years of trying plenty of melodies without lyrics or words without music. Some come together easily other may never come together.

For Craig writing music and lyrics is something that is on a non stop flow from his life experiences. His songs and lyrics pain pictures that are echoed in writers like Nick Cave, Leonard Cohen and the Eagles. Craig is the song writers song writer. He knows his strengths and weaknesses and welcomes the opportunity for fellow artists to cover his works. As he says "I am no Sinatra when it comes to

vocals but I do know melody and know what a good songs needs. You have to tell a story and one that everyone will relate to. That's what creates timeless songs. Paul Kelly is a genius at telling us about every day life and I hope that I impart some of my life's experiences for the world to enjoy "

Craig has now started to tour with his new band "The Craig Fraser Band". The band consists of Craig on vocals, keyboard and harmonica and Michael Zammit on drums guitar and bass and a cast of hired guns. Craig calls on a selection of hired guns to fill in any gaps or to do back up vocals and sax when required. As Craig's says:

"Working with great professionals is always a blessing and I am very lucky that so many great musicians simply love to work with me and play my songs. For that I am truly grateful."

Fast forward to June 2009 and Craig Fraser has now signed to the leading indie power house "Blue Pie" for global recording, touring and publishing agreement. Blue Pie is passionate about Craig Fraser and knows a good song when they hear one. Craig is already writing a number of new songs for the Blue Pie roster and will be announcing tours from 2010 onwards. Blue Pie's CEO "Damien Reilly" was extremely honoured to be able to have Craig join the Blue Pie family sating that Craig's songs are up there with some of the greats including: Nick Cave, Paul Kelly, Leonard Cohen and bands like the Snow Patrol and Maroon 5. Blue Pie and Craig has now teamed up to take Craig's music to all corners of the globe and back. Blue Pie's roster of over 1000 + artists are now being provided with the opportunity to have a truly great song master to help them to carve and create true works of art and songs that will stand the test of time. There is no sugar and throw away pop songs here, just great lyrics and foot tapping melody.

Blue Pie has released Craig's 1st 2 albums for the world. Craig is now available at over 600 leading digital retailers on the planet. Search on " Craig Fraser ".

For more information on Craig Fraser please visit his My Space and Website at [www.craigfraserband.com](http://www.craigfraserband.com) + [www.sonicbids.com/craigfraser](http://www.sonicbids.com/craigfraser) For more information on Blue Pie please visit [www.bluepie.com.au](http://www.bluepie.com.au)



### ALBUM RELEASE:



**TITLE:** Sometimes  
**GENRE:** Folk Rock  
**CAT NO.:** BPP2634  
**UPC:** 881034379788  
**RELEASE DATE:** 01/03/09

**COPYRIGHT:** © Copyright 2009 Blue Pie  
**PUBLISHER:** © Blue Pie 2009

**Track Listing:**  
**disc one**  
1. Strange Day  
2. Valley of Love  
3. Sometimes  
4. If I Ever Say  
5. Tell Me Friend  
6. Last Waltz Before Leaving  
7. I'm Lost  
**disc two**  
1. Glow Worm  
2. Scary  
3. Reason  
4. Meanwhile Tree  
5. Mood Swing

**ARTIST WEBSITE:**  
[www.craigfraserband.com](http://www.craigfraserband.com)

**ARTIST MYSPACE:**  
[www.myspace.com/craigfrasermusic](http://www.myspace.com/craigfrasermusic)

**RADIO AND MEDIA:**  
All radio and media can download the latest tracks from Craig Fraser  
"Air Play Direct" site



<http://airplaydirect.com/craigfraserband>

**DISTRIBUTION:**  
Blue Pie Productions™ USA LLC  
EXPO112 Unit 20  
112 McEvoy Street  
Alexandria NSW 2015  
Australia  
[www.bluepierecords.com](http://www.bluepierecords.com)



MGM Distribution Pty Ltd  
PO Box A1437  
Sydney South  
NSW 1235 Australia  
[www.thegroovemerchants.com](http://www.thegroovemerchants.com)



Craig Fraser is part of the Blue Pie family of artists. For more information on Blue Pie visit: [www.bluepie.com.au](http://www.bluepie.com.au)

BPPCFRASER040210

Bio Content

Featuring Latest  
Release and all  
Details of this  
Release

Artist Links to All  
Sites



Craig Fraser Bio - Page Two



## Craig fraser

**ALBUM RELEASE:**



**TITLE:** The Death Bed Regrets

**GENRE:** Folk Rock

**CAT NO.:** BPP2642

**UPC:** 881034382009

**RELEASE DATE:** 01/03/09

**COPYRIGHT:** © Copyright 2009 Blue Pie  
**PUBLISHER:** © Blue Pie 2009

**Track Listing:**

1. Rhino
2. Televisions Child
3. Softly Leaving
4. Creepy Little Things
5. All You Can Do
6. Make Your Diamonds Shine
7. The Night Of The Hunter (Hing Hang Hung)
8. Wicked
9. Where Is The Life (AKA The Death Bed Regrets)

**CONTACT:**

**Record Label & Publishers**  
 Blue Pie <sup>TM</sup> Pty Ltd  
 EXPO112 Unit 20  
 112 McEvoy Street  
 Alexandria NSW 2015 Australia  
 e: sales@bluepie.com.au  
 p: 612 9310 0155  
 f: 612 9310 0166  
 w: www.bluepie.com.au

**Press and Media**  
 Blue Pie <sup>TM</sup> Pty Ltd  
 EXPO112 Unit 20  
 112 McEvoy Street  
 Alexandria NSW 2015 Australia  
 e: pr@bluepie.com.au  
 p: 612 9310 0155  
 f: 612 9310 0166  
 w: www.bluepie.com.au


# Craig fraser

**Quotes**

"There's a confidence and swagger to the songwriting, and a lyric that wouldn't be out of place in Robert Forster's notepad. Good stuff."

- Chris Taylor The Chaser War on Everything.



"Very impressed by your CD. A instant addition to my playlist."

- Lindsay Montgomery Radio 2SEA FM

"I'll be using the CDs regularly and I'll recommend it around the station"

- Mary Conlon 89.1 Triple B FM 8CCCFM

"I have played it several times since it's arrival at various timeslots "

- Joanne McGinnis Music Co-ordinator 8CCCFM 102.1

"I've been listening to the album, it sounds awesome... I have Nick Cave moments. Creepy Little Things get stuck in my head, it's very catchy! 'All You Can Do' makes me want to skank

- Suzy Byrne, National Press Manager, Universal Music Australia

"well crafted and melodious edges.....keep producing the music, its great stuff"

- Adam Gamble CamFm UK

**Video**

Craig Fraser is available to watch at the following sites:



www.mtv.com.au



www.abc.net.au/rage



www.muzu.tv



www.videohits.com.au



www.youtube.com

Craig Fraser - Available at all good digital retailers







Quotes and Reviews From the Industry

Contact Details



Comp Cards are Designed to be used for Media.  
They Feature the Artist, their Logo, Website and MySpace Sites.








### Craig Fraser AMC Log In Page

Remember that Blue Pie services over 600 digital retailers on the planet and over 200 film, TV and Advertising networks around the world.

**bleek**

For more information on Bleek, click here

 **blue pie**™

BLUE PIE CENTRAL MANAGEMENT SYSTEM LOGIN

Username :

Password :


☐ Remember me?


**SUBMIT**

Click here to test drive our Label report system (Rock & Roll Records)



Click here to test drive our Artist report system (Johnny Rock Star)



 **GoDaddy.com**  
VERIFIED & SECURED  
WEB SITE SECURITY

**Your Data is Secure ! GoDaddy Secured 256bit RSA Encryption**  
Active sessions may be terminated due to long period of inactivity.  
Please sign in again should your session be terminated.

© 2011 Blue Pie Productions

Web work by Magic Blue Creative, [www.magicbluecreative.com](http://www.magicbluecreative.com)





## Craig Fraser Console Home Page

Personalised Artist Header

User Friendly Navigations

Quick Icon Links to:  
Artist Profile  
Management  
Features, Content  
Management, Fan  
Club Management  
and Site Analytics

Blue Pie News

## Craig Fraser Console Details Page

Artist Profile:  
Lists out all Artist  
details including all  
Contact details and  
Description



### Craig Fraser Console Edit Page

Artist Edit Details:  
Gives the Artist the opportunity to go in and edit any contact details that have changed or been updated

### Craig Fraser Console Edit Settings Management Page

Artist Edit Settings Management:  
Gives the opportunity to go in and edit site details



### Craig Fraser Console Edit Email Alert Page

Artist Profile

Details Payment Information Settings **Email Alerts** Links Band Members

Primary Email	Secondary Email
cfraser@vefinance.com.au	hellmut@bluepie.com.au

Artist Edit Email Alerts - Gives the opportunity to go in and edit email details

### Craig Fraser Console Third Party Link Management Page

Artist Profile

Details Payment Information Settings Email Alerts **Links** Band Members

Link Name	URL	Username	Password
My Space	www.myspace.com/craigfrasermusic	craig.fraser.band@gmail.com	craigbp1
Artists First	app.artists-first.net/CraigF/shop.action	damien@bluepie.com.au	bluepie
You Tube	www.youtube.com/CraigFraserBand	CraigFraserBand	craigbp1
Air Play Direct	http://airplaydirect.com/craigfraserband	craigfraserband	craigbp1
Facebook	www.facebook.com/profile.php?id=1850437487	craig.fraser.band@gmail.com	craigbp1

Artist Third Party Links - Gives Artist a listing of all his/her/their username and passwords to their third party sites such as myspace, facebook, youtube, airplay and twitter.



## Craig Fraser Console Band Memebers Page

**Artist Profile**

Details | Payment Information | Settings | Email Alerts | Links | **Band Members**

First Name	Last Name	Role	Email	Mobile	Phone

© Blue Pie 2009. Web work by Magic Blue Creative.

Artist band  
Members - List out  
Band members role  
and contact details

## Craig Fraser Console Artist News Page

**Artist news list:**

[View news on artist website](#)

Art work	Title	Content
MARCH 2011		Craig and the Blue Pie team are working on the new sound track for "The Argues The Movie" www.thearguesthemovie.com The film will featured Craigs song 'Rhino'. Check out the film for the details on the sound track. And yes ... the movie is totally insane. As Craig says 'Rhino was about the only song that I thought would work on the walking around scenes. The movie is crazy and I was lucky to be up at the Gold Coast Film Festival to see the premier'. You will all now have to go and check the film out. The film will be out in March 2011.
MARCH 2011		Craig is working on the new sound track for the new film 'Dealing With Destiny' www.dealingwithdestiny.com. Blue Pie are producing the sound track and Craig is working on all the track selections and final mastering of the album with his team at the 'Craig Fraser Studios'. Rock On!
MARCH 2011		Craig is getting urban on us. Craig has teamed up with Blue Pie's very own 'Shake Digga' to work on a few new tracks that will feature samples from Craigs last 2 albums. Rock on and get ready to get ya home boy hat out and get down to these new tunes. Check back regularly for updates on when these new tracks are to be released by Blue Pie. You can find out more on Shake at www.myspace.com/hetedmusic
NOVEMBER 2010		Craig Fraser set to rock India with the release of 3 separate singles over the coming year via W.O.A International's highly successful compilation albums. Craig's rockin tracks will be released upon albums: INDEPENDENT No.1's Vol.2, THE INDIA TOUR YEAR'S, Best Of (2009, 2009, 2010) and the Goa Chillout Zone Vol. 4. All part of W.O.A International's highly successful compilation releases. These are in addition to Craig's releases already out in India via: Goa Chillout Zone Vol. 3 and INDEPENDENT No.1's Vol.1. These releases will be followed up by an extensive India tour by Craig in each 2011. Stay...

© Blue Pie 2009. Web work by Magic Blue Creative.

Artist News -  
List out all news items  
featured on the Artist  
website





## Craig Fraser Console Artist Gigs Page

Craig Fraser Music Tue March 29, 2011, welcome artist: Craig Fraser

**Artist gigs list:**

[View gigs on artist website](#)

THURSDAY	FRIDAY
Curly Joe 4.30pm Craig Fraser 5.30 pm. Email: <a href="mailto:contact@chandlerroom.com.au">contact@chandlerroom.com.au</a> Phone: (03) 9532 2288 Address: 91 Cochrane Road, Moorabbin Vic 3189	
<p>APRIL 2011 - Craig Fraser Band to return to the Espy 5th April</p> <p>Well it's obvious, the boys love to rock and after their gig on the 8th of Feb it's clear that everyone else love to rock as well.</p> <p>The gig went off and that's why the Craig Fraser band will be returning again on the 5th of April with the very special guest Curly Joe.</p> <p>For over 100 years the Esplanade Hotel has been Melbourne's (and indeed Australia's) premier live music venue <a href="http://www.espy.com.au">www.espy.com.au</a></p> <p>For more news on the Craig Fraser Band check out <a href="http://www.craigfraserband.com">www.craigfraserband.com</a></p>	
<p>MARCH 2011 - Craig Fraser to appear at the 2011 Aireys Open Mic Music Festival</p> <p>This is the festivals 4th year and it grows and grows.</p> <p>We are looking forward to a big weekend on March 18-20. With seven stages and 120 plus acts it should be a fantastic</p> <p>Come to one of the most beautiful stretches of coast in Oz and soak up the music.</p>	

© Blue Pie 2009. Web work by Magic Blue Creative.

Artist Gigs -  
List out all Gig items  
featured on the  
Artist website

## Craig Fraser Console Free Tracks Page

Craig Fraser Music Tue March 29, 2011, welcome artist: Craig Fraser

**Free tracks for download**

Art work	Track Name
	Strange Day
	Valley of Love

© Blue Pie 2009. Web work by Magic Blue Creative.

Artist Free Tracks -  
List all tracks that  
will be available for  
fans to download  
free of charge once  
signed into the fan  
base



### Craig Fraser Console Fan List Page

A screenshot of a web application interface. On the left is a vertical sidebar with a menu of options: Home panel, Album Management, Content Management, Distribution Notices, Fan Subscription, Subscription Analytics, View Subscription, Login Management, Media &amp; Marketing, Payment &amp; Deduction, Profile Management, Reports &amp; Statements, Site Analytics, Support &amp; Notices, and Work In Progress. The main content area has a header with a photo of Craig Fraser and the text "Craig fraser". Below this, it says "Fan List:" and "Total Fans: 1". A table follows with columns: Name, Email, Country, Age, Sex, Music, and Subscribe. One row of data is shown for "Craig Cavanagh". Below the table is a "Page: [1]" indicator and a small green icon. At the bottom of the sidebar, there is a "what am I doing..." section with a "Follow us on Twitter!" link and a "about an hour ago" timestamp. The footer contains copyright information for Blue Pie 2009 and Magic Blue Creative, along with browser compatibility notes.

Artist Fan List -  
List out all fans that  
have signed up to join  
the Artist newsletter.  
It shows fans name,  
email, country, age,  
sex, and music they  
normally listen to



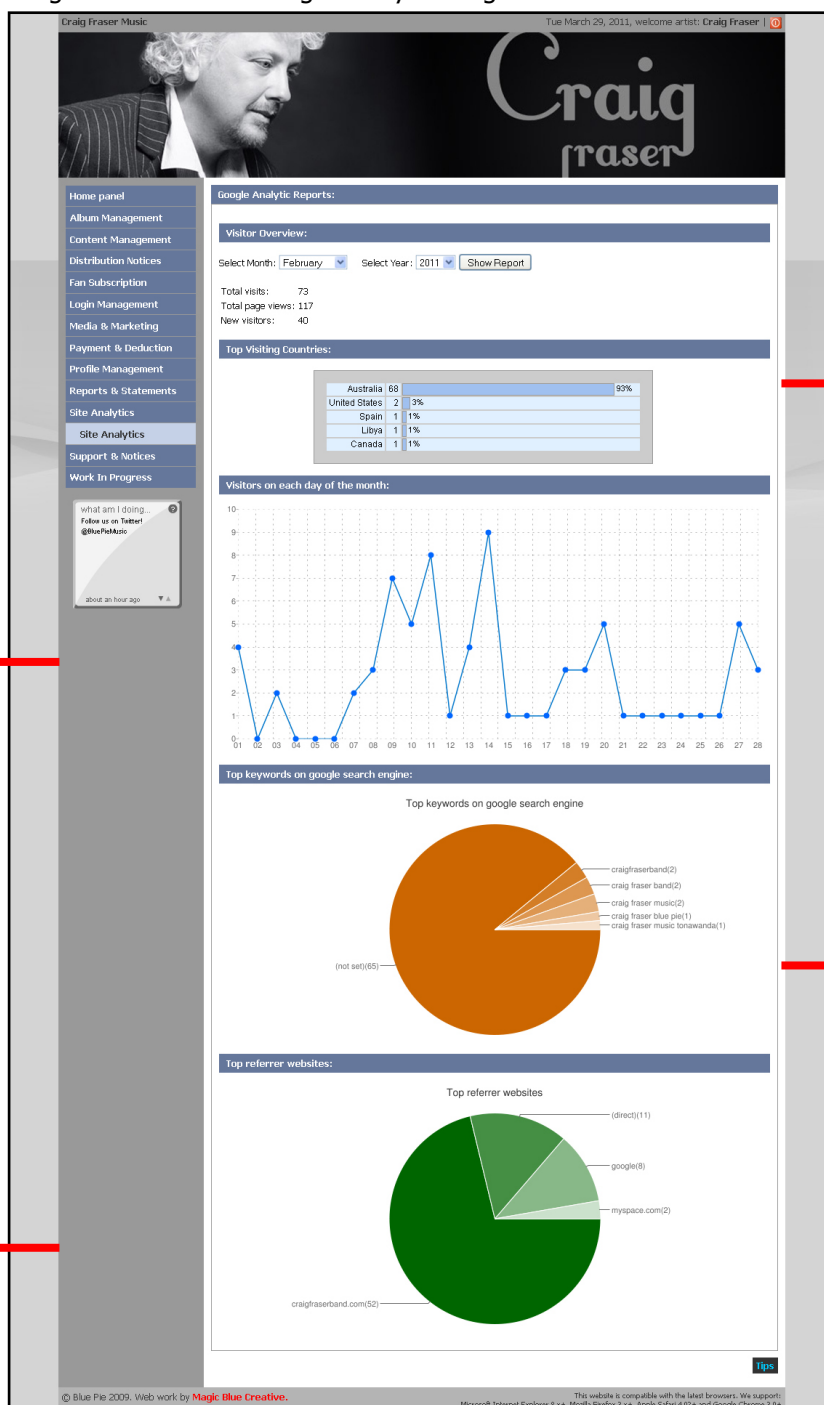
## Craig Fraser Console Fan Subscription Analytics Page



Artist Fan Subscription Analytics - Gives the Artist the opportunity to see who is becoming their fans in a percentage format. Eg: percentage difference between males and females joining the fan base, age group, and country



## Craig Fraser Console Google Analytics Page



Percentage of visitors on each day of the month on the website.

Percentage of top visiting countries. Giving Artist the opportunity to see in which country they are getting more clicks into their website.

Top referee website

Top keywords used on google search engine





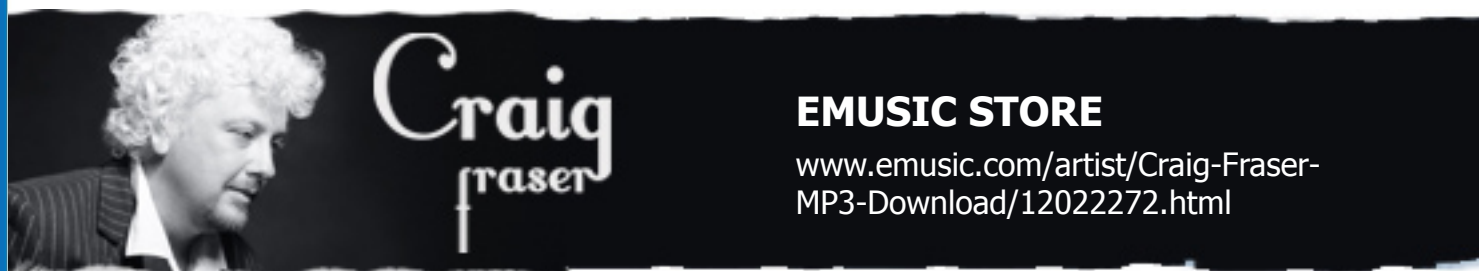
Craig  
fraser

COVERS

www.craigfraserband.com

Craig Fraser Album Cover Design





## Craig Fraser Emusic Store

ALREADY A MEMBER? [LOGIN](#)

[START YOUR TRIAL!](#)
[HOW IT WORKS](#)
[BROWSE MUSIC](#)
[WHY JOIN?](#)

[BACK TO BROWSE](#)

**Craig Fraser**  
★★★★★  
(0 ratings)

**SIGN UP TODAY AND GET UP TO 25 SONGS**

**We're sorry, eMusic is not available in your country.**

We know everyone everywhere loves music and we want to bring the world of music to everyone. But we have to play by the rules and there are many when it comes to the global distribution of music. Unfortunately, due to licensing restrictions we are unable to offer service in your country at this time. We understand that you are currently in Australia (your IP address 60.254.143.112). If this is not where you will be using eMusic, please send an email to [questions@emusic.com](mailto:questions@emusic.com).

[Terms and Conditions](#) [Secure Server](#)

**Full Albums**

[Rhino](#) [DOWNLOAD](#)
[Sometimes](#) [DOWNLOAD](#)

**Compilations / Featuring**

[Echoes of Guitar Vol. 2](#) [DOWNLOAD](#)
[Echoes of Guitar Vol. 1](#) [DOWNLOAD](#)

[Echoes of Guitar Vol. 10](#) [DOWNLOAD](#)
[Echoes of Guitar Vol. 11](#) [DOWNLOAD](#)

[Echoes of Guitar Vol. 12](#) [DOWNLOAD](#)
[Echoes of Guitar Vol. 14](#) [DOWNLOAD](#)

[Echoes of Guitar Vol. 3](#) [DOWNLOAD](#)
[Echoes of Guitar Vol. 5](#) [DOWNLOAD](#)

[Echoes of Guitar Vol. 7](#) [DOWNLOAD](#)
[Echoes of Guitar Vol. 9](#) [DOWNLOAD](#)

[Independent No. 1's Vol. One](#) [DOWNLOAD](#)
[Just Talents](#) [DOWNLOAD](#)

**Browse More**

[Classic Rock](#)  
[Indie Rock](#)  
[Country/Folk](#)  
[Pop](#)  
[Hip Hop / R&B](#)  
[Classical](#)  
[Blues/Jazz](#)  
[Comedy](#)

**Find music you love - easily!**

Whatever kind of music you love, chances are we find it here. Our catalog of more than 8,000,000 spans all genres, from classical cantatas to classic rock.

You don't have to be a music hound to love eMusic. Stock up on old favorites or classics you've always wanted. If you're up for something new, we do the hard work of finding the gems and talking them up with reviews from some of the best music writers anywhere. Browse the genres and collections above and you'll get a feel for the kind of music we're passionate about.

Join us for a killer deal on the music you love.

ALREADY A MEMBER? [LOGIN](#)

[START YOUR TRIAL!](#)
[HOW IT WORKS](#)
[BROWSE MUSIC](#)
[WHY JOIN?](#)

[BACK TO BROWSE](#)

**Sometimes...**  
by Craig Fraser...  
★★★★★

**SIGN UP TODAY AND GET UP TO 25 SONGS**

**We're sorry, eMusic is not available in your country.**

We know everyone everywhere loves music and we want to bring the world of music to everyone. But we have to play by the rules and there are many when it comes to the global distribution of music. Unfortunately, due to licensing restrictions we are unable to offer service in your country at this time. We understand that you are currently in Australia (your IP address 60.254.143.112). If this is not where you will be using eMusic, please send an email to [questions@emusic.com](mailto:questions@emusic.com).

[Terms and Conditions](#) [Secure Server](#)

[DOWNLOAD ALBUM \(15.99\)](#)

**Tracks**

Track	Price
01. Strange Day	\$0.49
02. Valley Of Love	\$0.49
03. Sometimes	\$0.49
04. If I Ever Say	\$0.49
05. Tell Me Friend	\$0.49
06. Last Waltz Before Leaving	\$0.49
07. The Last	\$0.49
08. Glow Worm	\$0.49
09. Scary	\$0.49
10. Paveon	\$0.49

**Browse More**

[Classic Rock](#)  
[Indie Rock](#)  
[Country/Folk](#)  
[Pop](#)  
[Hip Hop / R&B](#)  
[Classical](#)  
[Blues/Jazz](#)  
[Comedy](#)

**Find music you love - easily!**

Whatever kind of music you love, chances are you'll find it here. Our catalog of more than 8,000,000 tracks spans all genres, from classical cantatas to classic rock.

You don't have to be a music hound to love eMusic. Stock up on old favorites or classics you've always wanted. If you're up for something new, we do the hard work of finding the gems and talking them up with reviews from some of the best music writers anywhere. Browse the genres and collections above and you'll get a feel for the kind of music we're passionate about.

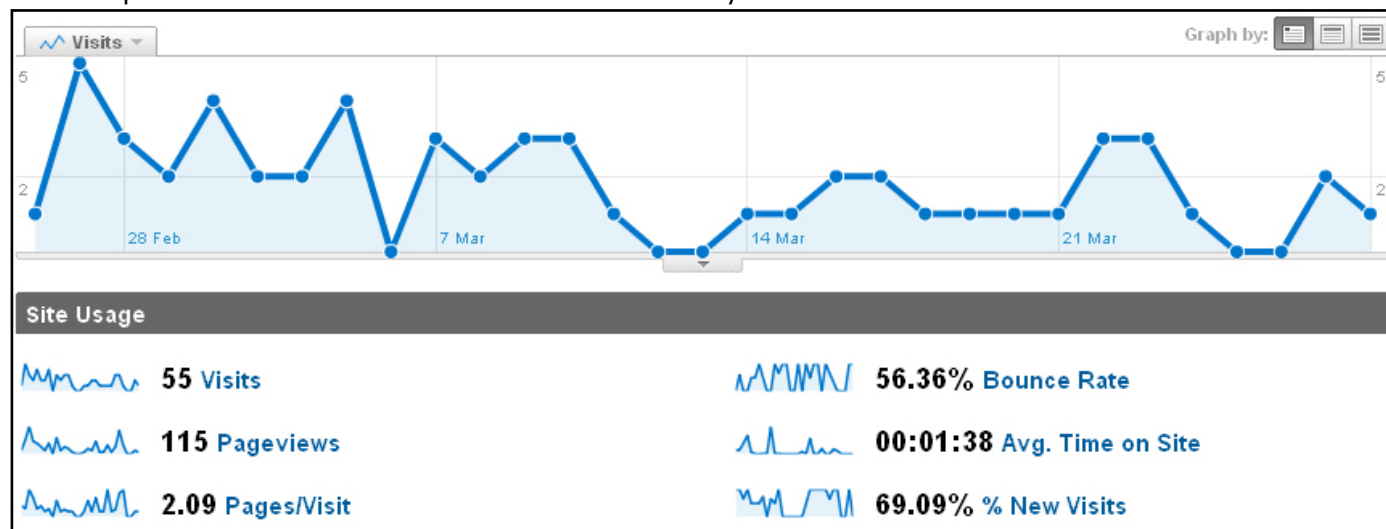
Join us for a killer deal on the music you love.

[About eMusic](#) | [Privacy Policy](#) | [Download Manager](#) | [Terms of Use \(updated 11/10/10\)](#) | [Start Your Trial](#)  
[How It Works](#) | [Browse Selection](#) | [Why Join?](#) | [Affiliate Program](#) | [Gift Subscriptions](#)  
© 1999 - 2011 eMusic.com Inc. eMusic and the eMusic logo are either registered trademarks or trademarks in the USA or other countries. All other trademarks are property of their respective owners. Some eMusic is a partner or sponsor of eMusic.

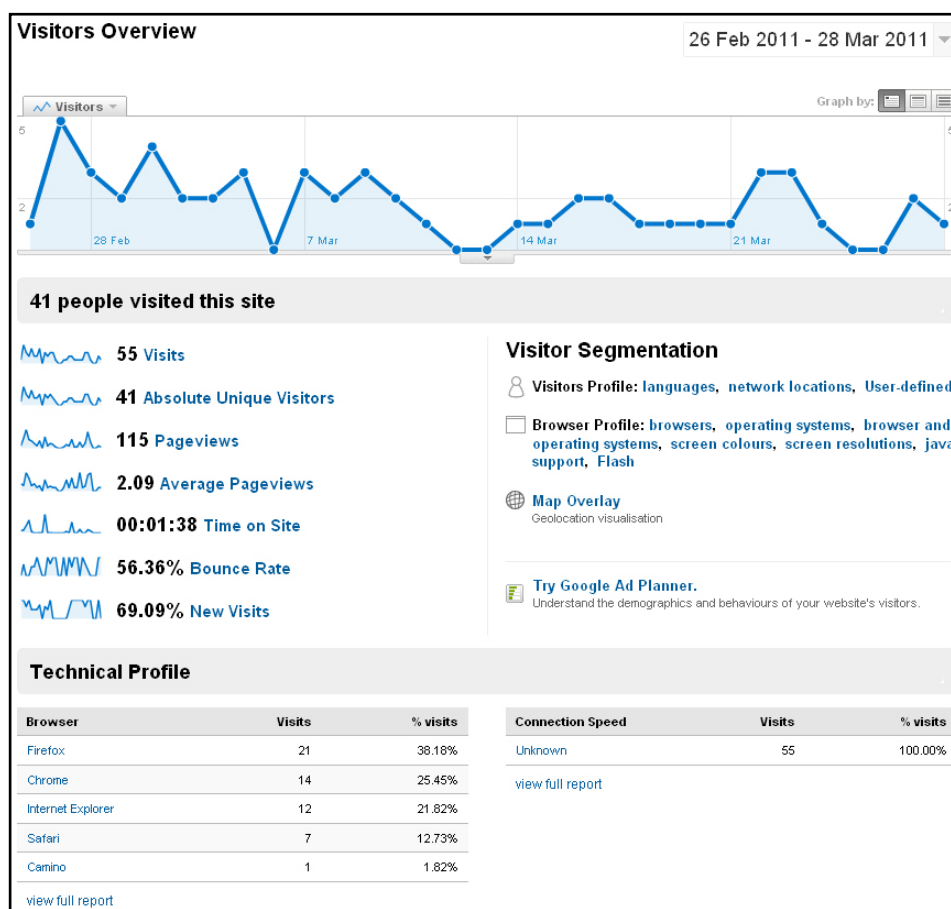
\*Not a \$20.00 credit but with an eMusic trial subscription. Offer available to lifetime eMusic music customers in the US, 18 years of age or older. Internal access, registration, and credit or debit card required. Your first trial expires? Keep after registration or before you exceed your free trial credit and you will not be charged. To cancel visit www.emusic.com. Music plans start at \$9.99/month. Limited Time Offer. Other and eMusic prices are subject to change without notice and are subject to eMusic terms of use. eMusic and the eMusic logo are trademarks of eMusic.com Inc. In the US or other countries. All other trademarks are the property of their respective owners. Some eMusic is a partner or sponsor of eMusic.



A Bar Graph that Shows the Number of Visitors from February 2011 - March 2011



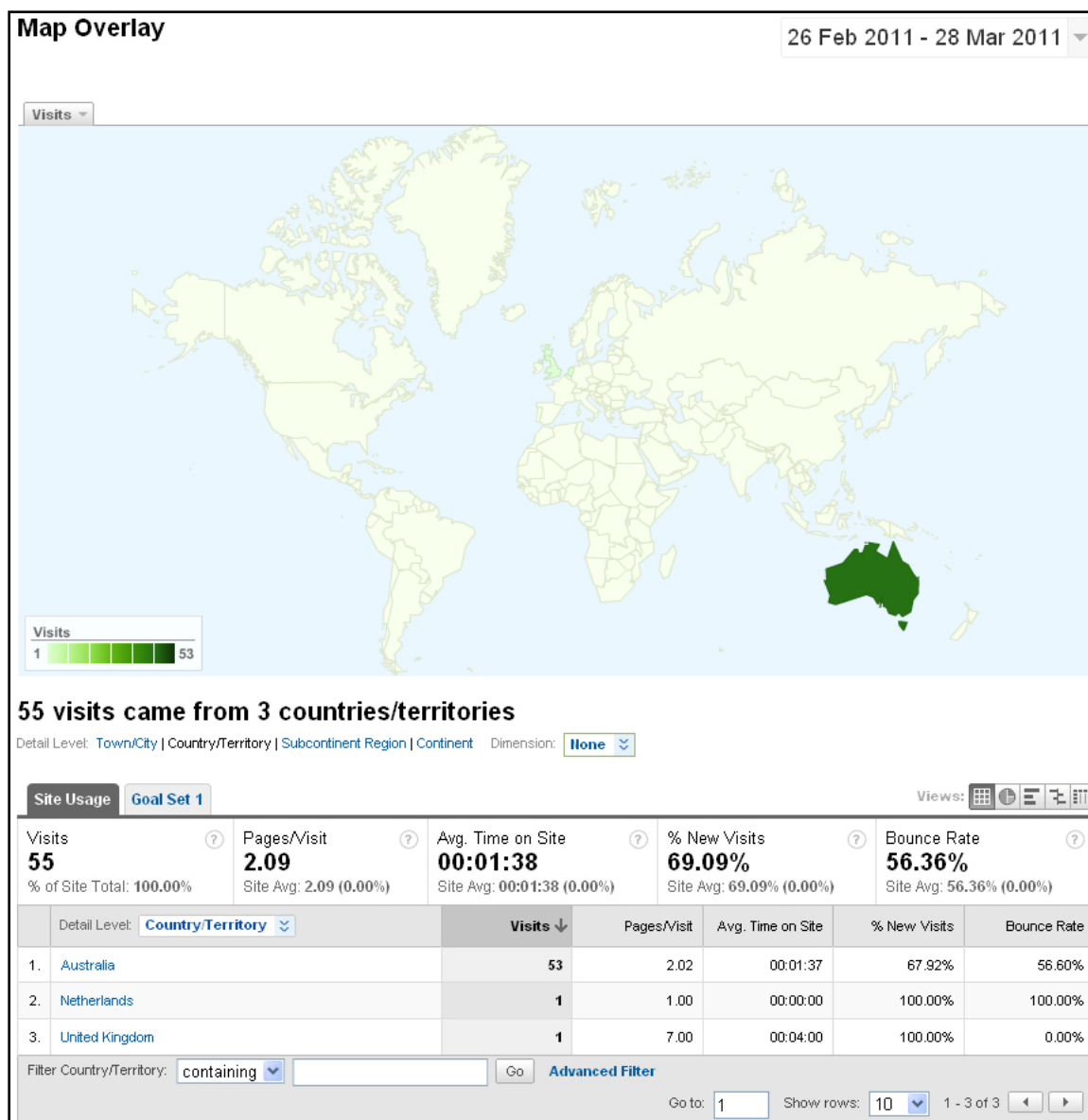
Numerical Analysis of the Site Usage Details



Analysis of Visitors, the Amount of Time they spend on the Craig Fraser Website, the Internet Browser they use, and the Connection Speed of the Visitors



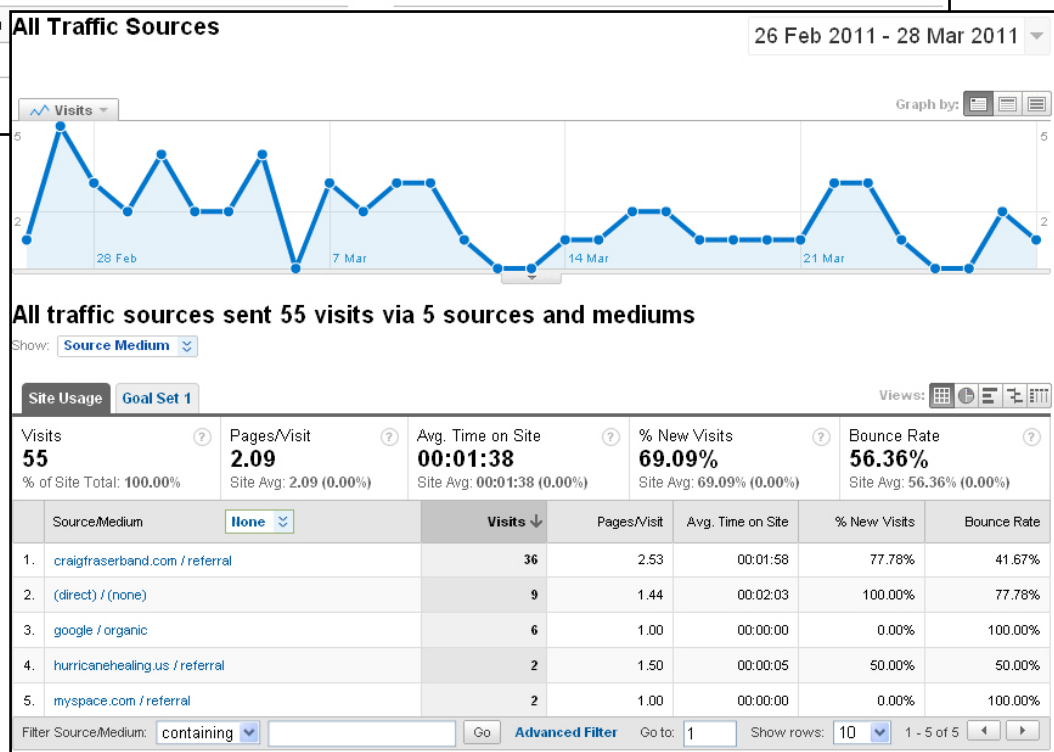
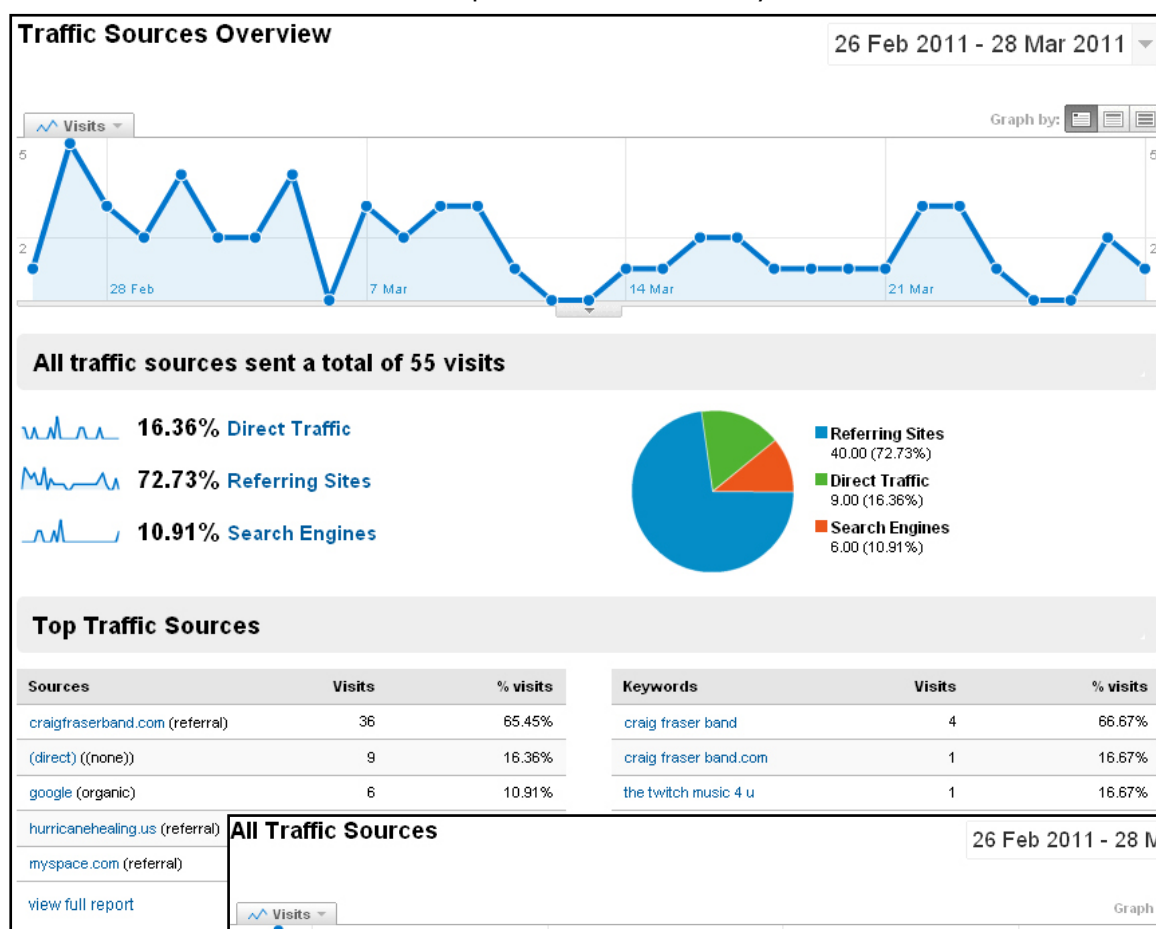
## Map Overlay - Details of Every Visitors Location





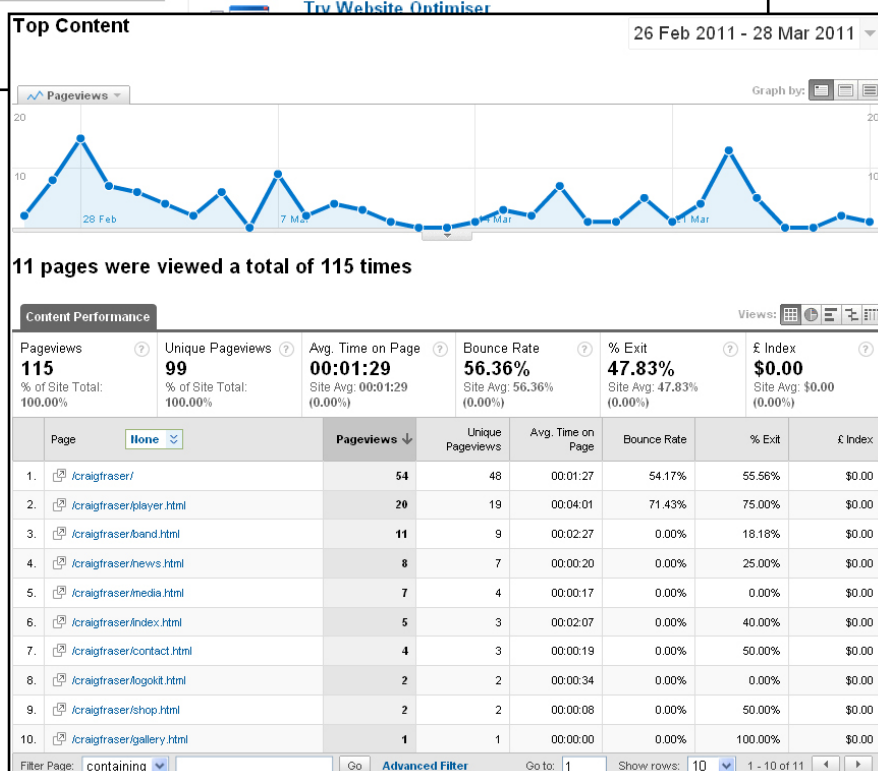
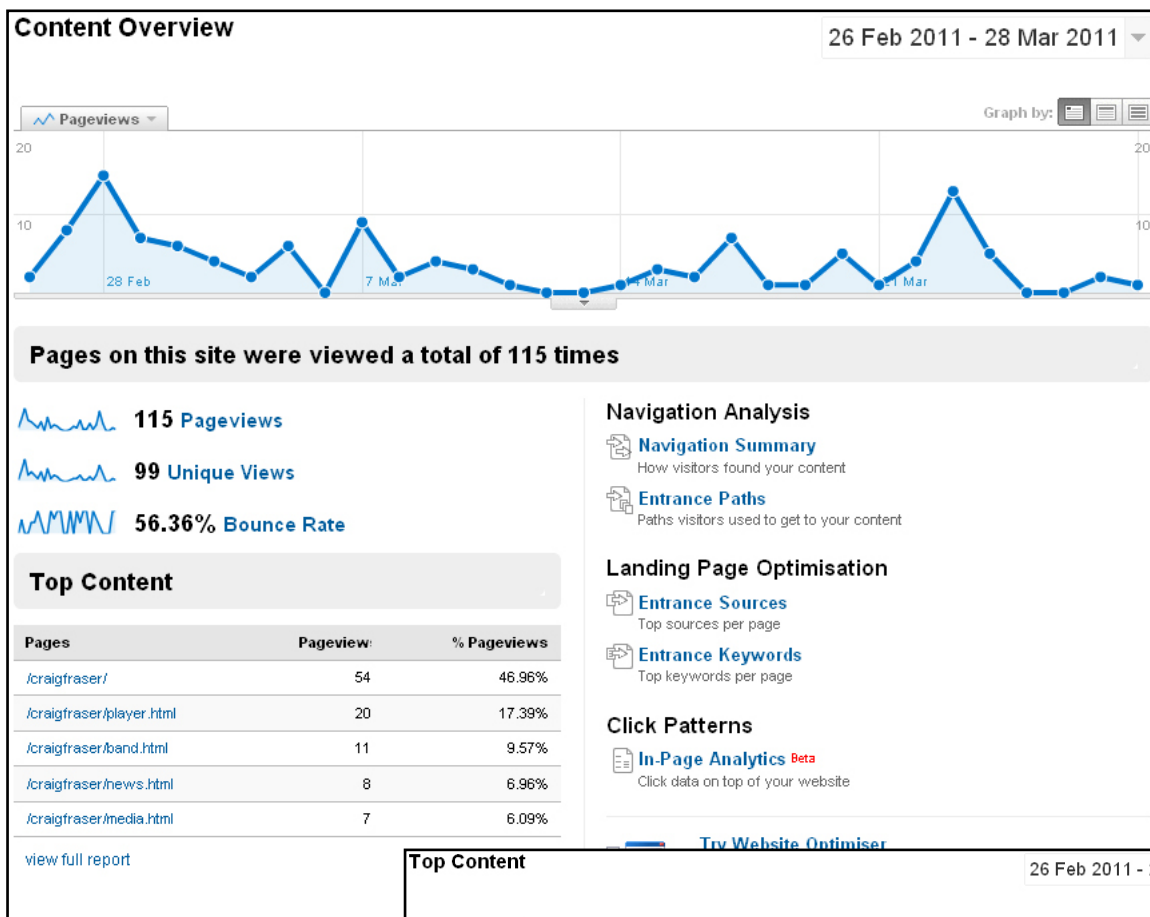


## Traffic Sources Overview - Details of Top Traffic Sources and Keywords





## Content Overview - Details of Every Page View Counts





## Craig Fraser iTunes Store

**Albums**

Sort By: **Best-sellers**

**Artist Quick Links**

- Alert Me
- Tell a Friend
- Copy Link
- Share On Facebook
- Share On Twitter

**Songs**

▲	Name	Album	Time	Popularity	Price
1	Rhino	Rhino	4:11	■■■■■■■■■■	\$1.69 BUY ▾
2	Strange Day	Just Talents Vol. II	4:41	■■■■■■■■■■	\$1.69 BUY ▾
3	Strange Day	Sometimes	4:41	■■■■■■■■■■	\$1.69 BUY ▾
4	Valley of Love	Sometimes	4:17	■■■■■■■■■■	\$1.69 BUY ▾
5	Sometimes	Sometimes	3:41	■■■■■■■■■■	\$1.69 BUY ▾
6	If I Ever Say	Sometimes	4:17	■■■■■■■■■■	\$1.69 BUY ▾
7	Tell Me Friend	Sometimes	7:28	■■■■■■■■■■	\$1.69 BUY ▾
8	Last Waltz Before Leaving	Sometimes	3:18	■■■■■■■■■■	\$1.69 BUY ▾
9	I'm Lost	Sometimes	4:25	■■■■■■■■■■	\$1.69 BUY ▾
10	Glow Worm	Sometimes	7:31	■■■■■■■■■■	\$1.69 BUY ▾
11	Scary	Sometimes	5:57	■■■■■■■■■■	\$1.69 BUY ▾
12	Reason	Sometimes	4:33	■■■■■■■■■■	\$1.69 BUY ▾
13	Meanwhile Tree	Sometimes	11:35	■■■■■■■■■■	Album Only ▾
14	Mood Swing	Sometimes	5:55	■■■■■■■■■■	\$1.69 BUY ▾



Craig Fraser Logo Designed to Suit Craig Fraser and Genre. Once the Logo is chosen a Logo Kit is created to be used in All Media.

Craig  
fraser

Craig  
fraser

Craig  
fraser





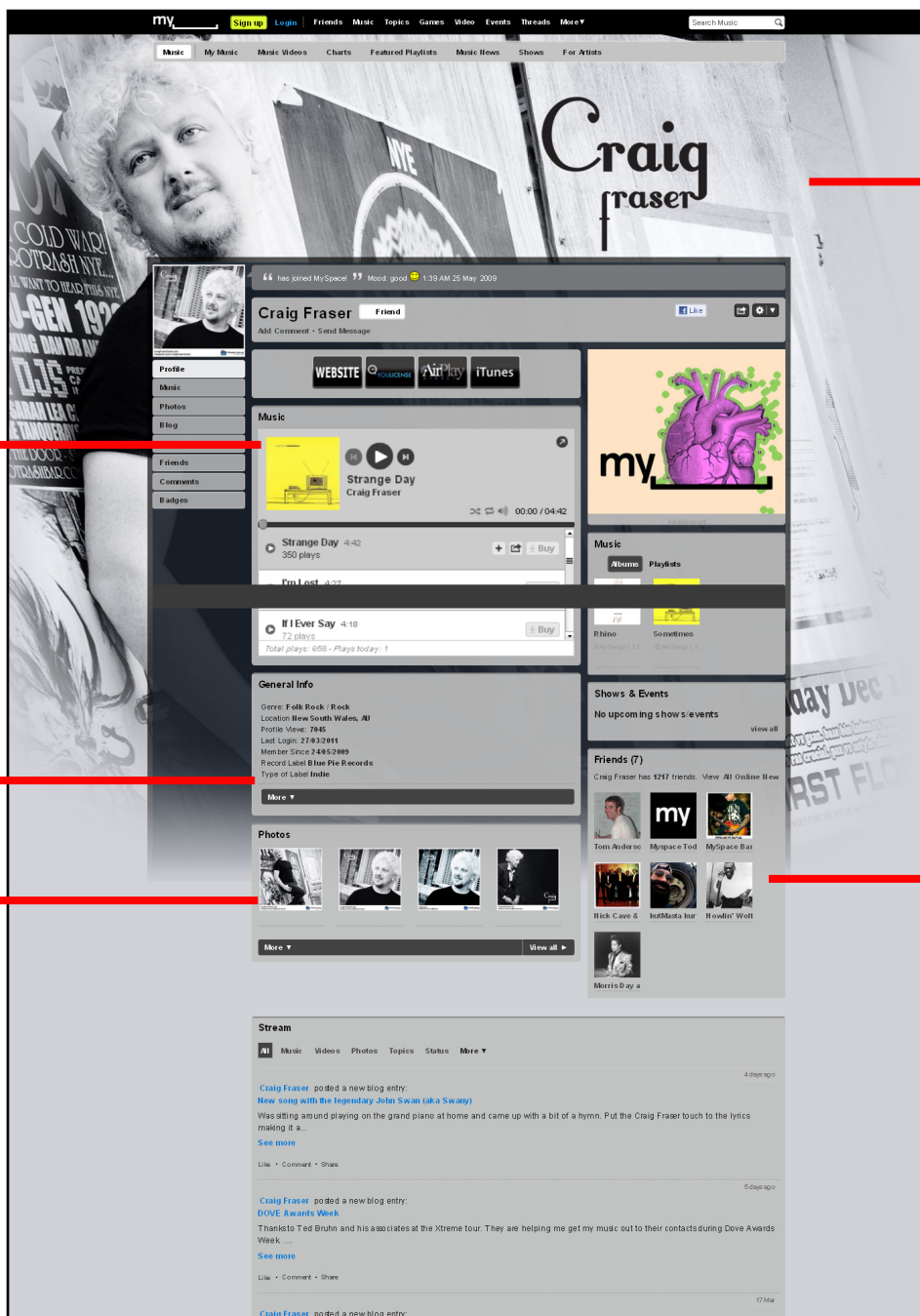
Craig Fraser MySpace Site

Custom Header  
Representing the  
Artist

All Tracks  
Uploaded to  
MySpace for Fans  
to Listen

General  
Information on  
the Artist, Website  
Links, Music Genre,  
Record Label

Latest Photos and  
Comp Cards are  
Uploaded



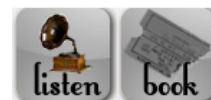
When it comes  
to Friends, we  
also have Social  
Networking Staff  
who Boost your  
Friends using Friend  
Blaster



Creative Flash Animation

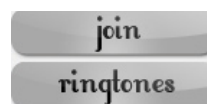
Craig Fraser Website

Listen Button - Links to a customised artist player, that plays the artists tracks



Book Button - Links to were you can email a booking

Join Button - Links to a customised page that lets fans join the artist newsletter



Ringtones Button - Links to a customised artist store where fans can purchase artist ringtones

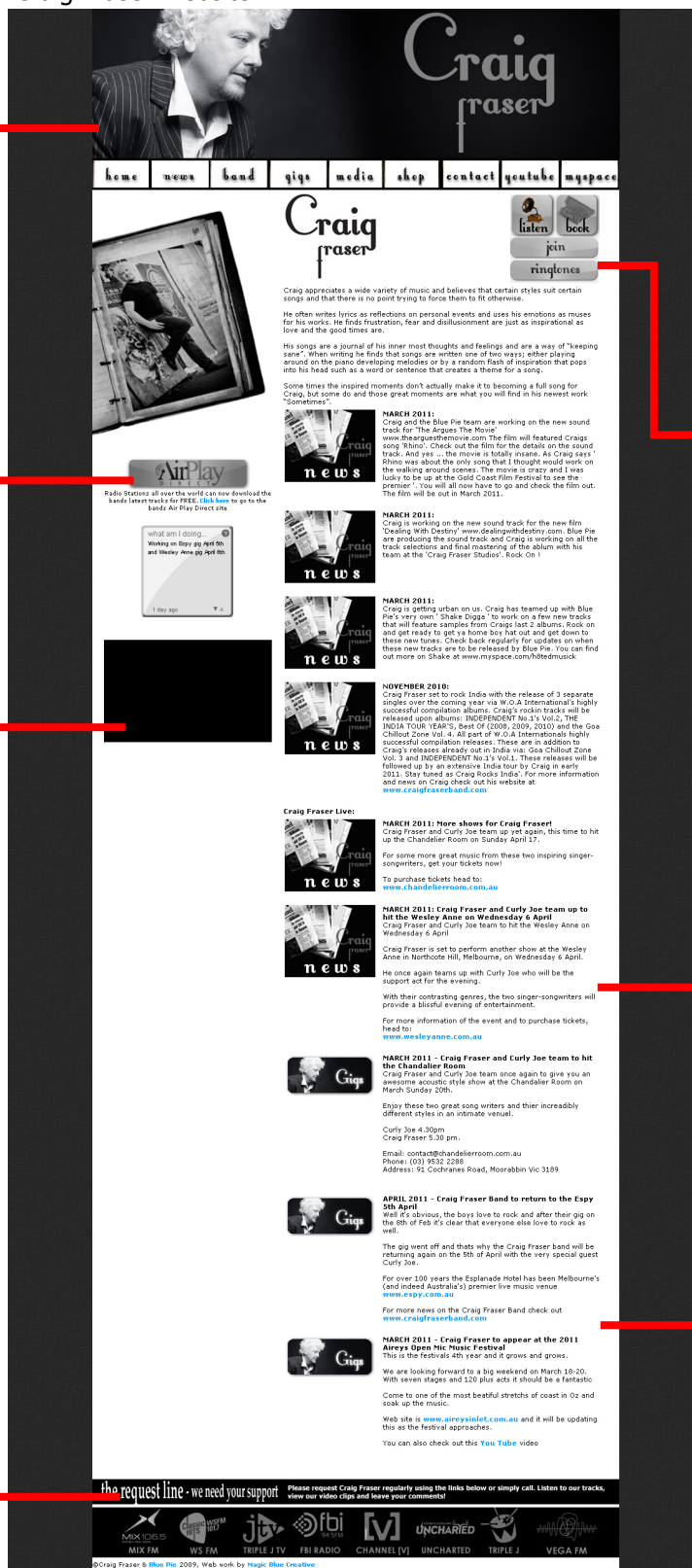
Regular News Updates are Posted on the Site

Gig Updates are Posted Regularly

Airplay Direct Link - Links directly to the Artists customised airplay site, for radio stations to download tracks

YouTube Videos are Embedded into the Site for Fans to View Directly

Links to popular radio and television request lines





Craig Fraser Website Custom Player



Click and play artist songs

Links to Stores

Custom Flash player is branded to the artist for fans to easily be able to listen to the artists songs, which also has links at the bottom going directly to the stores for fans to download these tracks.



Craig Fraser Website Join Page

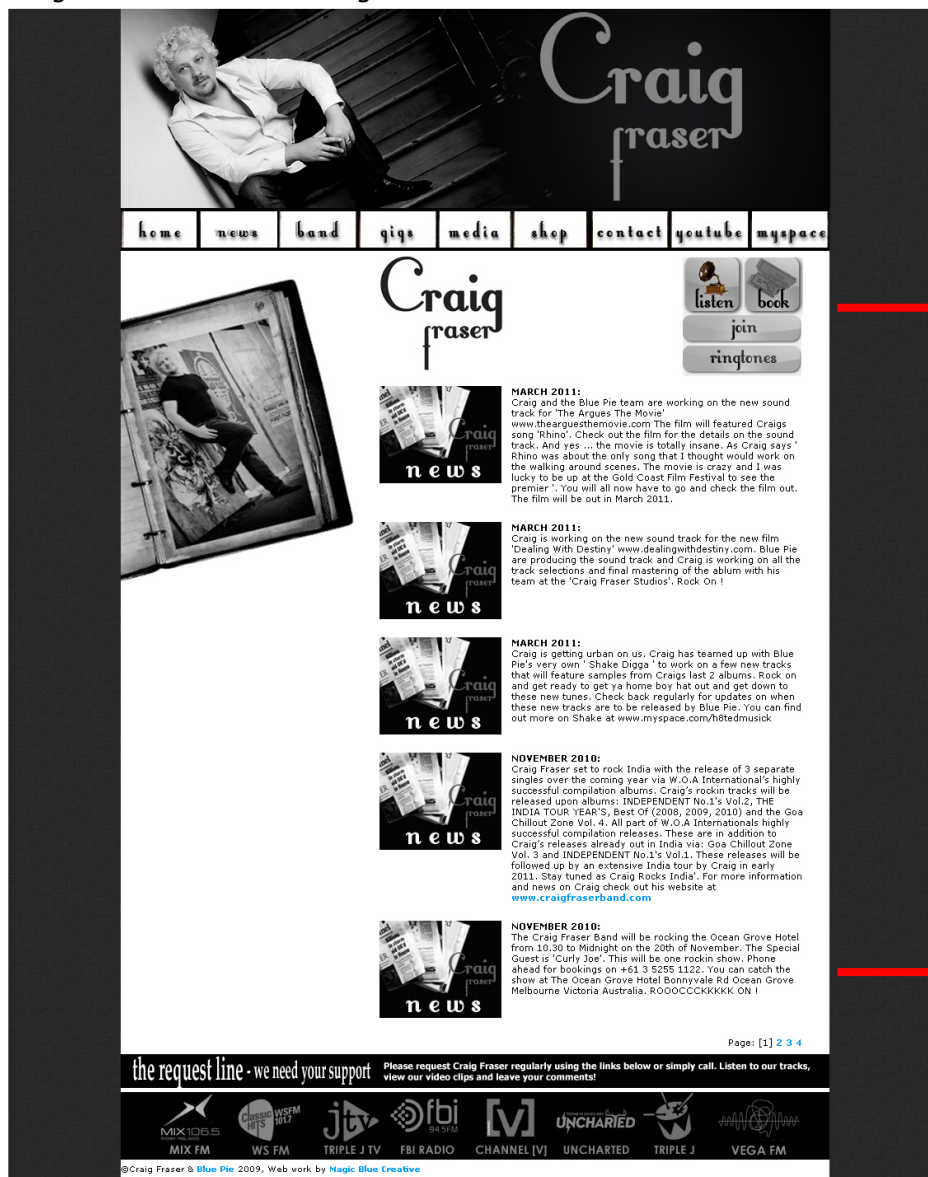
A screenshot of the 'Join Page' on the Craig Fraser website. The page features a header with a photo of Craig Fraser and the 'Craig fraser' logo. Below the header is a navigation menu with links: home, news, band, gigs, media, shop, contact, youtube, and myspace. The main content area has a 'Craig fraser' logo and a registration form. The form includes fields for Name, Email, Age (dropdown), Sex (dropdown), Country (dropdown), and Favorite type of music (dropdown). There are radio buttons for 'Subscribe' and 'Unsubscribe', and a 'Submit' button. To the right of the form are buttons for 'listen', 'book', 'join', and 'ringtones'. A red arrow points from the 'join' button to a text box on the right. Below the form is a section titled 'the request line - we need your support' with logos for various radio stations and a link to request Craig Fraser. At the bottom, there is a copyright notice: '©Craig Fraser & Blue Pie 2009, Web work by Magic Blue Creative'.

Join Page - Links to this form where fans can easily put in their details. These details will go into a database which then we can easily send out the artists fan newsletter. It also lets the fans download two free tracks





Craig Fraser Website News Page



The news is updated on a regular basis. The news is setup through a console which we continually maintain and update.

The news page is kept small so fans dont have to scroll down to much. However, we have a link that links through pages of previous news.



Craig Fraser Website Band Page



Bio Button - Links to a PDF file with all the information about Craig Fraser

Band Page - Artist bio in text format for fans/media to read.



## Craig Fraser Website Gigs Page

**home news band gigs media shop contact youtube myspace**

**Craig fraser**

**listen book join ringtones**

**Craig fraser news**

**Craig Fraser to play at The Great Britain Hotel**  
Craig Fraser is back with yet another show for his tour around Melbourne.  
Having played at some of the coolest venues around town, Craig Fraser and Curly Joe have announced they will be playing at The Great Britain Hotel on the 21st of April, kicking off at 8pm!  
Get in there early to enjoy an evening of great song-writing and beautiful tunes.  
Details are below:  
April 21 - The Great Britain Hotel (447 Church Street, Richmond 3121) 8pm  
To stay updated on Craig Fraser, check out his MySpace at: [www.myspace.com/craigfrasermusic](http://www.myspace.com/craigfrasermusic)

**Craig fraser news**

**MARCH 2011: More shows for Craig Fraser!**  
Craig Fraser and Curly Joe team up yet again, this time to hit up the Chandelier Room on Sunday April 17.  
For some more great music from these two inspiring singer-songwriters, get your tickets now!  
To purchase tickets head to: [www.chandelierroom.com.au](http://www.chandelierroom.com.au)

**Craig fraser news**

**MARCH 2011: Craig Fraser and Curly Joe team up to hit the Wesley Anne on Wednesday 6 April**  
Craig Fraser and Curly Joe team to hit the Wesley Anne on Wednesday 6 April.  
Craig Fraser is set to perform another show at the Wesley Anne in Northcote Hill, Melbourne, on Wednesday 6 April.  
He once again teams up with Curly Joe who will be the support act for the evening.  
With their contrasting genres, the two singer-songwriters will provide a blissful evening of entertainment.  
For more information of the event and to purchase tickets, head to: [www.wesleyanne.com.au](http://www.wesleyanne.com.au)

**Gigs**

**MARCH 2011 - Craig Fraser and Curly Joe team to hit the Chandelier Room**  
Craig Fraser and Curly Joe team once again to give you an awesome acoustic style show at the Chandelier Room on March Sunday 20th.  
Enjoy these two great song writers and their incredibly different styles in an intimate venue.  
Curly Joe 4.30pm  
Craig Fraser 5.30 pm.  
Email: [contact@chandelierroom.com.au](mailto:contact@chandelierroom.com.au)  
Phone: (03) 9532 2288  
Address: 91 Cochrane Road, Moorabbin Vic 3189

**Gigs**

**APRIL 2011 - Craig Fraser Band to return to the Espy 5th April**  
Well it's obvious, the boys love to rock and after their gig on the 8th of Feb it's clear that everyone else love to rock as well.  
The gig went off and that's why the Craig Fraser band will be returning again on the 5th of April with the very special guest Curly Joe.  
For over 100 years the Esplanade Hotel has been Melbourne's (and indeed Australia's) premier live music venue [www.espy.com.au](http://www.espy.com.au)  
For more news on the Craig Fraser Band check out [www.craigfraserband.com](http://www.craigfraserband.com)

Page: [1] 2 3 4 5 6

**the request line - we need your support** Please request Craig Fraser regularly using the links below or simply call. Listen to our tracks, view our video clips and leave your comments!

**MIX 105.5** **CLASSIC HITS** **WS FM** **TRIPLE J TV** **FBI RADIO** **CHANNEL [V]** **UNCHARTED** **TRIPLE J** **VEGA FM**

©Craig Fraser & Blue Pie 2009, Web work by Magic Blue Creative

The gigs page is kept small so fans don't have to scroll down too much. However, we have a link that links through pages of previous gigs.

The gigs are updated on a regular basis. The gigs are setup through a console which we continually maintain and update.



Listen Button - Links to the the Airplay Site

Craig Fraser Website Media Page



Bio Button - Links to the PDF file for Craig Fraser's Bio

Quotes Button - Links to the quotes of artist

Gallery Button - Links to a whole range of images and comp cards of the artists for fans/media to view and download.

Logo Button - Links to Craig Fraser's Logo Kit





Craig Fraser Website Gallery Page



Thumbnails of images of the artist. Once you click on these thumbnails it will open a page with the full size image for fans to download/view.



Craig Fraser Website Shop Page



Links to the artists  
link on most  
popular music  
stores for fans to  
go directly to  
purchase the  
release.



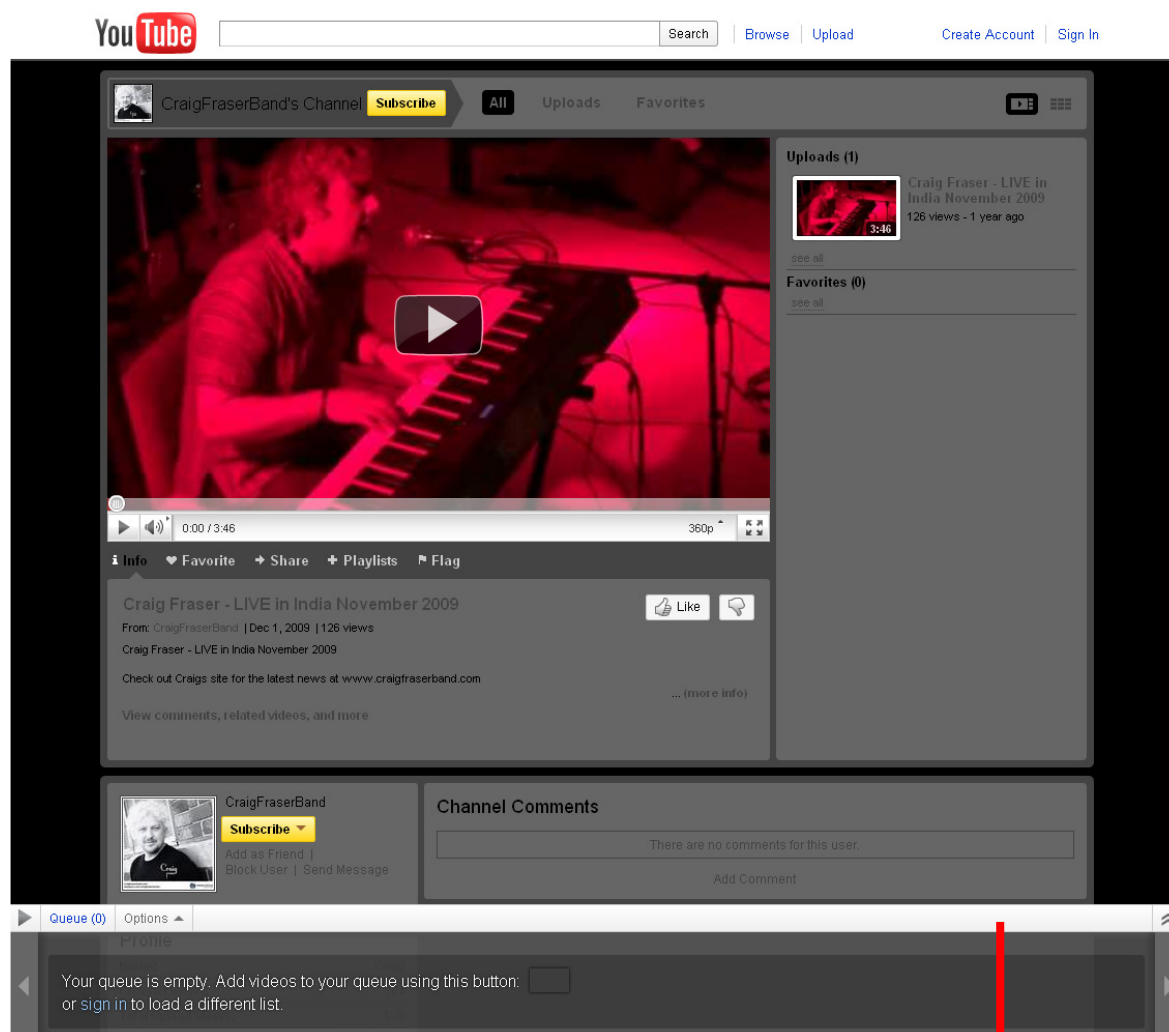
Craig Fraser Website Contact Page



List all contact details from record label, press & media and management. With icons going directly to the websites of the company.



### Craig Fraser YouTube Site



Branded artist YouTube channel with all of the artist videos posted up.





Craig  
fraser

## MAJOR ACHIEVEMENTS

www.craigfraserband.com

### TESTIMONIAL FROM CRAIG

Craig Fraser had been writing and recording songs for years and putting them out there on the internet for the world to share. Although Craig was only doing this on a part time / adhoc basis the feed back, radio play and fans that he was generating across the globe lead him to ask one simple question, "what if I had help doing this?"

Craig asked Blue Pie: What can I achieve with my limited time and resources? ....and What could I do with a dedicated team who have all the necessary connections?"

After finally making that decision to move forward and enlist help the next question was who to partner up with?

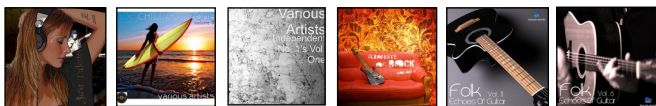
Craig states: "The internet was full of companies big & small and it was impossible to tell who they are, what they do & what you get. Then there were those who just weren't interested. It took me time and money via trial and error to finally sort out who was serious and that was when I came across Blue Pie. Blue Pie were the only ones to put a formal plan in place and spell out clearly what they saw may strengths and weaknesses as and how best to create a strategy to maximize exposure going forward"

That was two years ago and the partnership with Blue Pie continues to this day. My music goes from strength to strength. If you want to break through the clutter the Blue Pie is a great label to be on.



Craig Fraser

### COMPILATION ALBUMS:



- Just Talents (USA)
- Goa Chill Out Zone 3 (India)
- Goa Chill Out Zone 4 (India)
- Independent #1's Vol 1 (India)
- Independent #1's Vol 2 (India)
- 3 pack CD 'The India Tour Years, Best of (2008, 2009, 2010)'

### TOUR OF INDIA IN 2010 AND LIVE WORK:



- 6 shows (including Mumbai, Bangalore, Pune, Goa)
- In constant demand now for live shows in Melbourne

### COLLABORATIONS IN 2010 AND 2011:



- A Hymn written by Craig with the legendary John Swan (Swanee) doing vocals
- Hip Hop with the up and coming Urban Legend Shake Digga



#### SOUND TRACK PLACEMENTS FOR SONGS INCLUDING:



- The Argues The Movie
- Dealing with Destiny The Movie

#### RELEASED TWO ALBUMS:



- Sometimes (Double CD)
  - The Death Bed Regrets
- Albums receiving international airplay  
The Death Bed Regrets feature album on PBS album show "Across the Tracks"

#### DIGITAL DOWNLOADS:

Albums are now for sale in over 300 + digital retailers including iTunes, eMusic, Napster, Spotify, Amazon, Rhapsody and My Blue Pie Music.



#### JINGLES:



- Provision of jingle for national radio campaign
- Creation of jingle for national TV series (Chanel 10, 1HD, Foxtel)
- Provision of music for launch of "On a Wing & a Chair"



- Complete an Export Market Development Grant with the Blue Pie Team. Craig is now on the program and receiving grant funding for the next 8 years.



- Introduction to high profile music / experienced music executives in U.S and now works in weekly with the Blue Pie license and business development teams.



- Complete branded media for all online and offline + BIO and copy for all areas of the web completed by the Blue Pie team. The website now produces production leads every month.

Blue Pie now actively manage and promote Craig's catalogue to Film/TV shows and production companies globally.