

/// THE INDEPENDENT BROADCAST NETWORK — EST. DECEMBER 13, 1999



REAL BANDS.
REAL RADIO.
REAL UNDERGROUND.

The **U-Rock® Network** is an affiliate-based, full-spectrum music broadcast network supporting independent rock artists through **radio, video, streaming, and blockchain-powered tools**. No algorithms. No gimmicks. Exposure is earned on the air.

01 NETWORK STRUCTURE & PURPOSE

U-Rock® is a global, affiliate-driven broadcast system connecting local and regional stations into one unified platform — giving independent and unsigned rock artists exposure through **curated rotations and real-play discovery**. Founded December 13, 1999 via Live365, U-Rock® Radio is one of the longest-running professional internet rock stations — and Philadelphia's first.

We cover the music mainstream media overlooks: indie, punk, metal, progressive, garage, revival, psych, and classic rock — discovered by ears, not algorithms.

02 RADIO & THE AFFILIATE SYSTEM

U-Rock® Radio is the national broadcast front door. Affiliate stations are the local endpoints — each with its own station page, local rotation, local sponsors, and local scene coverage, all carrying the national feed.

- ▶ **Submit locally.** Artists submit through the affiliate pathway; local stations review and spin tracks in local rotation.
- ▶ **Earn your spins.** Tracks that perform locally advance toward national rotation — real play movement, tracked by the network.
- ▶ **Break out.** National rotation brings label promotion, playlist exposure, and release support.

/// FOR OPERATORS

Want a station in your town? Founding affiliates get the full U-Rock® stack — 24/7 automation, a public station page, a sales desk, a weekly zine, and a working local ad marketplace from day one.

advertise@urock.network

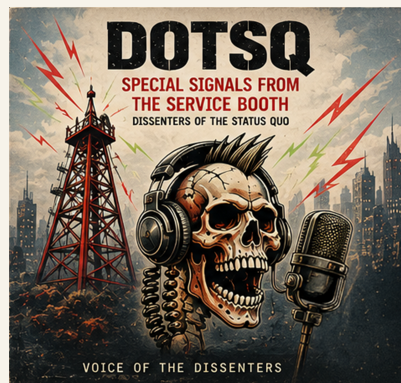
03 MULTIMEDIA & STREAMING

U-Rock® TV delivers music videos, live streams, artist features, and network programming. **U-Rock.today** is the network magazine with weekly affiliate zines. Content runs across web, mobile, streaming platforms, and connected devices — a full-stack broadcast ecosystem integrating audio, video, and streaming.

04 U-ROCK® RECORDS — THE LABEL

The network's label and artist-development arm presses limited vinyl editions and CDs with collector NFT pairings — physical records with a numbered digital twin, hand-numbered for the believers.

On deck now: DOTSQ's **Special Signals From The Service Booth** — eleven signals of industrial-edged underground rock on 12-inch wax, limited to 300.



05 BLOCKCHAIN & THE UROCK TOKEN

U-Rock® builds crypto mechanics into music distribution. The **UROCK Token** — a public Solana token — supports awareness, promotion, sponsorship, and network growth. It powers affiliate systems, artist support, and expansion, with an emphasis on transparency and long-term sustainability.

06 ARTISTS & COMMUNITY

Local stations review and play submitted tracks; the network tracks what moves. Exposure is **earned through performance** — never votes, never gimmicks. Along the way we back the local venues and underground scenes that keep real music alive.

/// FOR BUSINESSES

Get listed free in the U-Rock® Directory, or run a local ad on your hometown station — placemat tiles, banners, and sponsored stories priced for small shops. One buy can run network-wide across every affiliate. advertise@urock.network

07 ACCESS & DISCOVERY

Find affiliate stations by city, state, call sign, or market in the U-Rock® Directory — every station page streams live, posts local events and classifieds, and takes artist submissions. Wherever you are, there's a door in.

EVERY DOOR INTO THE NETWORK

THE STORY

theurocknetwork.com

THE NETWORK HUB

urock.network

FIND A STATION / LISTEN

urock.directory

NATIONAL RADIO + SUBMIT MUSIC

urockradio.net

THE MAGAZINE

urock.today

U-ROCK® TV

urock.tv

THE LABEL

urockrecords.com

UROCK TOKEN

urockcoin.com

ADVERTISE / AFFILIATE INQUIRIES

advertise@urock.network



SCAN → THE FULL STORY

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SUPPORT LOCAL. BUILD THE SCENE. CHANGE THE WORLD.