



**PRESS RELEASE: 25<sup>th</sup> August 2006**

## **Rough Guides move fast to publish MySpace book**

Travel and reference publisher Rough Guides today announced it would publish a Rough Guide to MySpace in November 2006.

### **Key Points**

- In barely two years MySpace.com has come from zero to being a top-five website. It is now the world's most visited place on the web with more daily traffic than Google, and more than 100 million registered users worldwide – and growing at more than a million a week.
- MySpace is a social networking site. It enables anyone to build their own homepage for free, listing their likes and dislikes, favourite music, top books, best movies, general interests and relationship status, and then talk to like-minded MySpace friends. The online community has universal appeal but is especially attractive to teens and those in their early twenties interested in popular culture.
- MySpace is fertile ground for breaking music — the Arctic Monkeys and Lily Allen owe much of their success to the site.
- *"I am 17 and I recently joined MySpace, and it has helped my social life quite a lot! Music is a big part of MySpace, and I have started going to local gigs where I meet local MySpacers! I'm a MySpace junkie and proud."* Ben, Leicestershire
- "Rough Guides has a tremendous track record in producing Christmas titles" said Andrew Lockett, the publisher's Director of Reference Publishing. "In recent years we've brought out Rough Guides to iPods, The Da Vinci Code and Playlists, each of them tapping into a wave of popular interest. MySpace has a similar feel."
- The Rough Guide to MySpace taps into an online mega-phenomenon and is an ideal gift for any internet-savvy youth or music fan.

## Synopsis: The Rough Guide to MySpace & Online Communities

**The Rough Guide to MySpace & Online Communities** answers the most commonly asked questions including internet connection requirements and common misconceptions and gives a brief history of the site.

**MySpace Basics** covers getting started and creating an account, then goes on to show you how to make it your own by customising your profile, telling you how to add photos, images and background music as well as video clips and creating your own graphics.

**MySpace blogs** are treated in detail. The book covers all you need to know about finding them and writing them, plus podcasts and blogs as well as telling you how to create a page for your band and adding music to your personal space.

**Film-making** explains how you can create and edit your own movie and how to take part in filmmaker forums.

**The Rough Guide** explains how to play it safe on MySpace, looking at identity theft, cracked accounts, predators and false identities. Want to block a user? The Rough Guide to MySpace tells you how.

**The final chapter** looks at the best and worst of MySpace and gives details of other websites and resources that will help you become a true MySpace expert.

**Written by Peter Buckley**, author of Rough Guides to iPods, The Internet, PCs, Macs and more. Visit his page at [www.myspace.com/roughguidetomyspace](http://www.myspace.com/roughguidetomyspace)

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### Notes for editors:

- Rough Guides, founded by Mark Ellingham and Martin Dunford in 1982, publishes 300 travel titles and 60 books on reference subjects from music to computing.

- The Rough Guide to MySpace & Online Communities

Publication date: 2<sup>nd</sup> November 2006

Format: dumpy, 160mm x 115mm; wit and wisdom throughout

Price: £6.99

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