

# Top Track: Rune, Jerome Sydenham 'Elephant'

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One of the biggest tracks of 2007 was Rune & Jerome Sydenham's huge tech house stabber 'Elephant'.

It's driving big room trance action, except in a very monotonous techno sort of way.

Only a few DJs like Luciano managed to get their hands on a copy of the track, and as such the demand for the record has been huge.

Finally out digitally, the track is featured alongside another driving techno slammer 'Can't Stop Not'.

The only problem is, the buzz for 'Elephant' might have peaked a few months ago.

In this digital world which moves at light speed, labels have to realise that the traditional model for creating hype has changed.

The goalposts have been brought forward quite a bit, and in order for labels to score a home run they need to release music more urgently.

The proliferation of illegal MP3 blogs and podcasts has meant track promotion is going on out of the label's own influence or knowledge.

'Elephant' is a great record but it marketed itself long ago.