



Gold rush: Music Rox has joined the likes of Robbie Williams, below, in clocking up sales of 100,000 records



A monster hit, thanks to pressured parents

THE record industry may be feeling the squeeze, but some artists are still managing to clock up gold records. Releases from Robbie Williams, Ollie Murs, Rihanna and Nicki Minaj are among those that have gone gold – with 100,000 sales – this year. The latest to join the ranks is, er, Moshi Monsters. Michael Action Smith's phenomenally

successful online kids game released a spin-off album called Music Rox in April of this year, and it has just been certified gold. "We're thrilled to see how well Music Rox! has done in the charts, all without any radio or TV play," says Jason Perry, head of Moshi Music. Just goes to show the power of the pressured-parent pound.

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