

# THIRTY SECONDS TO MARS SELECTS LIVESTREAM TO BROADCAST EXCLUSIVE BAND Q&A IN SUPPORT OF ALBUM LAUNCH

EVENT FEATURES MULTI-CAMERA STREAMING, DELIVERY  
TO IPHONES AND SOCIAL MEDIA INTEGRATION



636 Broadway, 3rd Floor  
New York, NY 10012

Phone: +1 (646) 602 2080  
Fax: +1 (646) 602 2083

PAGE 1 OF 1

**NEW YORK (Dec. 7, 2009)** – Rock music giant Thirty Seconds to Mars and Virgin Records have chosen Livestream to broadcast an exclusive live Q&A with the band in support of their new album, *This is War* on Wednesday, Dec. 9, at 7 p.m. PST/10 p.m. EST.

*This is War* is the follow-up to their multi-platinum second album, *A Beautiful Lie*, and is set for release on Dec. 8. The album's first single "Kings & Queens" soared to the top of the alternative radio charts where it is currently #3 and was lauded by *Billboard Magazine*, which proclaimed: "Kings & Queens" is epic rock at its most affecting."

During the broadcast, the band will answer questions from a host as well as fans who have submitted questions to their local radio stations. Fans will be able to watch the live broadcast on the band's Facebook page (<http://www.facebook.com/thirtysecondstomars>), Web site (<http://www.thirtysecondstomars.com>), and at Livestream.com (<http://www.livestream.com/thirtysecondstomars>).

The performance will also be encoded for the iPhone, making the broadcast accessible to over a million iPhone users with a 3G wireless connection at <http://iphone.livestream.com>.

With Livestream as the exclusive streaming provider, the player widget for the webcast can be embedded

anywhere. Integration with Facebook and Twitter allows viewers to engage in an online conversation with others fans and the band.

## ABOUT LIVESTREAM

Livestream ([www.livestream.com](http://www.livestream.com) <http://www.livestream.com> - formerly Mogulus) provides everything needed to easily webcast live, build an engaged audience and monetize these efforts. Founded in 2007, the company is based in New York and includes Gannett Co. as a minority shareholder and investor.

Producers can use Livestream to create live, linear and on-demand Internet television to broadcast anywhere on the Web through a single embeddable player widget. The service comes in two flavors: Free (ad-supported) and Premium (ad-free, white-label, higher-quality). Unique features include the ability to mix multiple live cameras, overlay graphics, and desktop streaming with 3D effects.

## MEDIA CONTACT

Sue Huss,  
[sue.huss@comunicano.com](mailto:sue.huss@comunicano.com)  
619-379-4396