

# PIXIE LOTT LIVE - MERCURY MUSIC GROUP PARTNERS WITH LIVESTREAM



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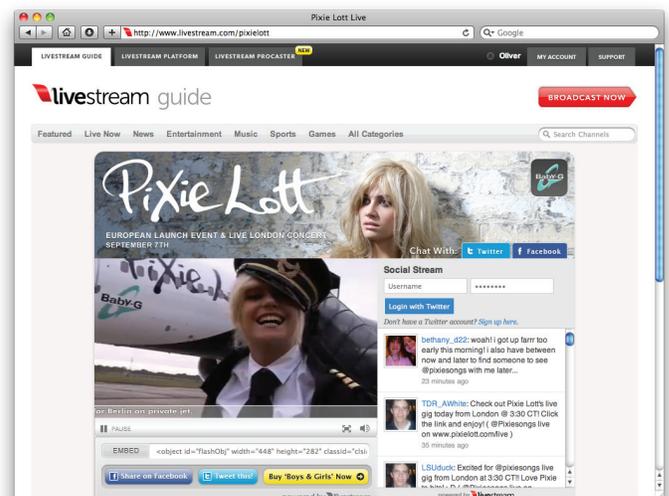
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**SEPTEMBER 07, 2009:** Today Livestream partnered with Mercury Music Group (part of Universal Music Group) to bring you Pixie Lott Live, a fully integrated, live music performance online. Pixie Lott, the UK's #1 artist for three months running, was celebrating the release of her new single 'Boys & Girls.'

Pixie Lott Live featured unprecedented, live coverage all day long, including live behind-the-scenes streaming by our mobile film crew, an exclusive Twitter fan chat, and a live performance broadcast—all made possible by Livestream. Record labels and artists interested in partnering with Livestream to power live, multichannel web events are invited to contact our content partnership head Deborah Kornfilt.

## LIVESTREAM PROVIDED A TURNKEY SOLUTION TO PIXIE LOTT'S RECORD LABEL INCLUDING :

- Livestream Services designed and developed a custom "Pixie Lott Live" Facebook application and microsite for PixieLott.com
- The stream was distributed on pixielott.com, livestream.com, Facebook, aol.co.uk
- For the interactive chat, Livestream provided our new Social Stream widgets for Twitter and Facebook.
- Livestream Production provided on-site encoding and production staff in London at the performance.



- Mobile live streams from the airport and car were produced using hardware from our integrated partner LiveU.

- The event was broadcast on a Brightcove Player, a Livestream integrated partner.

- The Pixie Lott Live experience was made possible thanks to delivery platform Livestream Premium.

## CHECK OUT THE PRESS RELEASE FROM MERCURY MUSIC GROUP:

**MONDAY 7TH SEPTEMBER** – To mark the release of her new single 'Boys & Girls' and highly anticipated debut album Turn It Up on the 14th September, Pixie will be embarking on a massive European launch event.



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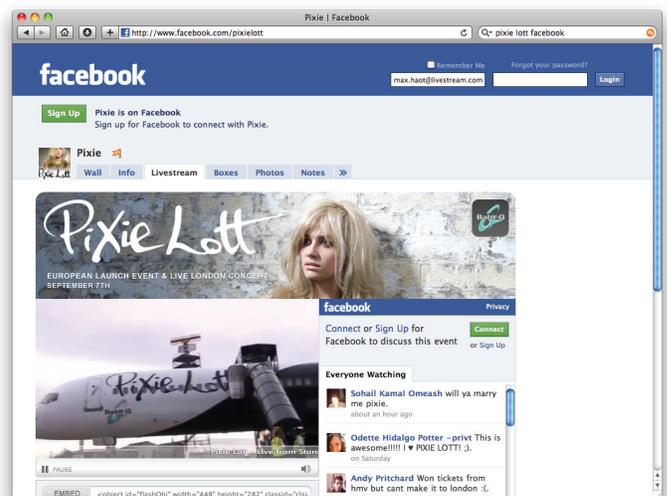
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The day will include Pixie plus 200 fans and media flying on a private jet to Berlin where she will perform a live gig to fans before returning to London and playing a second show at London's HMV Forum.

The London leg of the launch event is being filmed and streamed live into [www.pixie.com/live](http://www.pixie.com/live) and will include the footage of Pixie at Stanstead in the morning and then returning back the same day on the private jet, following her to the gig, backstage interviews and three songs live and direct. Facebook and twitter feeds have been embedded into the micro site to allow for her fans to chat whilst watching the footage live. Pixie will also be communicating to her fans throughout the day via Twitter keeping them updated with her travels!

'Pixie's European launch is going to be absolutely incredible and I'm delighted that by partnering with Livestream and utilising the mobile broadcasting system provided by LiveU.Tv, we can allow Pixie fans who won't be there on the day to follow the action in real time online. We're going to film Pixie Live in the morning and then on the move including when she lands back into London as well as the gig itself, whilst also incorporating live twitter and Facebook feeds so fans can talk to each other and share the footage at the same time.' Says Charlie Baillie, Digital Campaign Manager at Mercury.



In the past few months alone, Pixie has wowed thousands touring with The Saturdays and The Script, made her festival debut at the Isle of Wight, appeared on T4, MTV, GMTV and Graham Norton's Totally Saturday to name a few, blew everyone away at a special single launch event in June, had the most played song at UK radio for over a month and teamed up with the Sims3 for some rather exciting collaborations throughout the year.

Pixie has recently just got back to the UK after a worldwide promotional tour that took her to Australia, New Zealand, Malaysia and Japan for the first time, as well as a comprehensive tour of Europe. Pixie performs at V Festival this weekend and there will be more exciting live dates confirmed soon. America also beckons with Pixie making her debut there in October.



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## CHECK OUT:

Single - "Boys And Girls" - 7th September

Album - "Turn It Up" - 14th September

[www.pixielott.com](http://www.pixielott.com)

## ABOUT LIVESTREAM

Livestream ([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.