

## Dailymotion to live stream Roundhouse Rising festival 2014

Dailymotion, the world's second biggest video platform will be exclusively live streaming sets from the Roundhouse's annual festival of emerging music, Roundhouse Rising, on the 20<sup>th</sup> – 23<sup>rd</sup> February 2014.

Building on its considerable experience live streaming festivals, Dailymotion will broadcast five performances during the four-day event, making the music available live to a global audience and allowing viewers to easily share content they like. The content will then be available on demand from Dailymotion.

Roundhouse Rising festival aims to support the next generation of artists and industry leaders – both in front of the camera and behind. Each year the Roundhouse works with 3,000 11-25 year-olds, helping them realise their creative potential and teach them skills needed for careers in the entertainment industry. This includes a team of 18-25 year-old trainee broadcasters from the Bloomberg Broadcast Volunteer Programme who will create and deliver broadcasts from Roundhouse Rising Festival 2014.

Roundhouse Rising Producer, Oli Kluczewski said: "It's fantastic for Roundhouse Rising to be partnering with Dailymotion, taking our work out to a wider online audience is essential to the Roundhouse and this partnership allows us to platform a new generation of emerging artists as well as providing hands on practical experience for young people to broadcast and live stream incredible music content in a professional environment".

Marc Eychenne, Head of content at Dailymotion, said: "At Dailymotion we are always trying to give our audiences access to the next best thing, and Roundhouse Rising offers an exciting line up of new music talent. By streaming it, we will extend the reach of the event by making it accessible to a global audience, and encouraging fans to share performances by the stars of tomorrow with their friends. The Roundhouse has worked tirelessly to promote and support aspiring young creatives and we're excited to be part of this; offering hands on experience of the latest broadcast techniques for young people looking for a career in the industry."



The performances that Dailymotion are live streaming are:

Thursday 20 Feb – Little Simz

Friday 21 Feb – Blessa, Fe, Prides

Saturday 22 Feb – Mariam The Believer

Saturday 22 Feb Clubnight – Letherette, Tim Exile

Sunday 23 Feb – Artrockers and Sexbeat Records

To watch the streams live and view archive footage of Roundhouse Rising festival, visit the dedicated Dailymotion channel: <http://www.dailymotion.com/roundhouselondon>

