

Music news & notes

Online Music Fans Help Select The Next Big Thing

(NAPSA)—Thanks to an online destination, music fans have a chance to discover new artists and help determine the future of pop music.

An online showcase where users can vote for their favorite band from a panel of four has been created by the music destination on Yahoo!—Yahoo! Music.

The showcase, called “Who’s Next?,” actively involves fans in finding new talent.

Each month, four emerging artists or bands are featured online. At the end of the month, the artist/band with the highest number of votes from consumers will be invited to videotape an exclusive live performance at Yahoo! Music’s studios in Santa Monica. A streaming video of that performance is featured on the “Who’s Next?” page.

The talent lineup each month reflects a wide range of styles and tastes, including punk-pop-goth band My Chemical Romance, emo favorites Hawthorne Heights, indie-pop siblings Eisley, Australian Jam band John Butler Trio, and folk-pop duo, Tegan & Sara.

“Who’s Next?” is the progression of our commitment to providing users with the premiere online music venue,” said Jay Frank, head of Label Relations for Y! Music. “With ‘Who’s Next?’ not only will users select the band, but they will then have the opportunity to see them perform live. Fans will be a part of the whole process, a rare opportunity in promoting an artist’s success.” “Who’s Next?” will also be available in Spanish to U.S. Hispanic consumers through ‘Revelación’ on Yahoo! Musica en Español at <http://musica.yahoo.com>.



A new online musical competition involves fans in finding emerging talent.

The voting feature is but one part of the overall “Who’s Next?” program. Yahoo! Music’s commitment to new artists also includes two other monthly features spotlighting noteworthy emerging acts and in the case of “LAUNCH’d,” a peek into some of the several now-popular artists whom the online outlet championed early on. Saturn is sponsoring the monthly showcase as part of its strategy to reach new, young buyers through venues related to emerging music and action sports. In the past, Saturn has been seen prominently at events such as the MTV Video Music Awards, X Games and Gravity Games.

The music destination Y! Music is said to offer the most comprehensive music-related content, features and information available online. It also provides a wide selection of streaming audio, the Web’s largest collection of music videos, exclusive artist features and music news covering all genres of music to Yahoo! visitors.

Yahoo! Inc. is a leading provider of comprehensive online products and services to consumers and businesses worldwide.

To learn more or to participate in the monthly showcase, visit <http://music.yahoo.com>.