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SOCIAL MEDIA EXPERIMENT TO DEBUT AT GLASTONBURY 2010
Interactive project will combine live performances with social media

Social Media Strategist, ipercast and Orbit Research are announcing the launch of the Social Media Experiment (www.socialmediaexperiment.co.uk), which will take place in the Igloo Dome at Glastonbury 2010.

The experiment will fuse live music, DJ sets, spoken word, comedy and art with various online and social media platforms on Glastonbury's 40th Birthday party. This merger will occur through the Igloo Dome's high definition visuals and Dolby 6.1 surround sound technology. It will incorporate a variety of different social media platforms, streaming technology and Bluetooth, making the experiment a truly immersive experience.

The Social Media Experiment will take place on Friday the 25th June between 1pm & Midnight, and will feature a number of comedians, musicians, performance artists and live shows incorporating social media and interactive web technologies. Such events include a stand-up comedy act using 'Chatroulette Live'. Other highlights include a virtual art gallery and a range of musicians using social media within their performances.

The Social Media Experiment's 'Perform at Glastonbury 2010' competition is also being launched, which gives entrants the chance to perform live on the Glastonbury stage. In order to win, visitors to the site are asked to join the competition group on Facebook and post a link to prove that they are a in a band, an artist etc. The winning act will then be chosen from the group at random in this 'flash mob' style competition.

The experiment has been devised and coordinated by Social Media Strategist, while ipercast has built the website, the content management system and provided the web streaming technology. Orbit research will be providing satellite connectivity for the project.



James Norris, of Social Media Strategist, comments: “Glastonbury is all about performance, fun and expression. The Social Media Experiment allows attendees to have memorable, interactive experiences whilst being surrounded by the Igloo domes state of the art technology.”

Marina Sirotkin, UK country manager for ipercast, adds: “Being involved with such a groundbreaking project is a real thrill, and it’s exciting to see all the aspects of the Experiment come together. It’s this kind of technology which will really propel performance into the 21st Century and we can’t wait to see the results.”

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About ipercast:

Founded in 2001, the ipercast group is a leading European specialist in secure content management and delivery for web and mobile devices which expanded its presence to the UK in October 2009.

Ipercast offers its clients a range of services including all areas of multimedia stream delivery and web caching services such as VoD, intelligent CDN services (branded as Meta Caching), Digital Rights Management, Publishing and Monetisation solutions, UGC and Web TV platforms. Ipercast also acts as a strategic consultant to its clients, helping businesses to effectively develop, distribute and monetise their content online and via mobile. Clients include M6, TF1, Universal, France Televisions and Absolute Radio.

In addition to its UK offering, ipercast has a strong global presence with offices in Montreal, Germany, Italy, Spain, and South America.