



# The Recording Academy®

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*For Immediate Release*

## NEWS RELEASE

### THE RECORDING ACADEMY® GOES DIGITAL TO DELIVER A MORE ENHANCED GRAMMY® EXPERIENCE TO MUSIC FANS WORLDWIDE

*GRAMMY Live! Offers Three Days of VIP Events Leading Up to Music's Biggest Night®*

*Exclusive, 24-hour LIVE coverage of All Things GRAMMY from Jan. 29 — 31 at GRAMMY.com*

SANTA MONICA, Calif. (Jan. 25, 2010) — For the first time in its history, **The Recording Academy®** ([www.grammy.com](http://www.grammy.com)) is incorporating an unprecedented volume of digital and social media campaign elements in celebration of the **52nd Annual GRAMMY® Awards**, airing live on CBS Jan. 31, 8 — 11:30 p.m. ET/PT. The comprehensive strategy harnesses the best of social media engagement, blogging, Web development and live video streaming, and is the result of the collaboration and integration of an impressive number of technologies and partners. In addition to launching its FanBuzz Visualizer (a real-time barometer of GRAMMY-nominated artists with the most social media buzz) and "We're All Fans" ad campaign ([www.wereallfans.com](http://www.wereallfans.com) harnesses the power of social media and its unique ability to directly connect fans and artists), The Recording Academy has designed its entire digital campaign recognizing that music fans discover, share and consume content in a radically different way today. This enhanced effort will provide music lovers an unprecedented opportunity to experience and participate in Music's Biggest Night®.

"We are starting to establish a strong and engaging presence in the digital space, and the multiple other ambitious initiatives we are rolling out represents just the beginning of a life-size mosaic in the digital world," said Peter Anton, Vice President, Digital Media, The Recording Academy. "We want to offer music lovers a higher level of interaction with the GRAMMY brand on GRAMMY.com, and across our social media channels including new and exciting digital applications that they've never before experienced, resulting in a much more meaningful connection."

#### **GRAMMY Live!**

GRAMMY Live! — a robust experience leveraging the power of streaming technologies to provide a deeper fan experience on all things GRAMMY — is a 72-hour participatory online broadcast featuring live videos, photos, blogging and micro-blogging, official news reports, and personalized updates from three mobile GRAMMY vloggers. Fans worldwide will experience the GRAMMYS beyond the telecast with never-before-seen GRAMMY clips, exclusive GRAMMY cams, roaming live coverage at various GRAMMY Week events, and additional behind-the-scenes footage to complement the telecast of the show with red carpet coverage, backstage interviews, exclusive photo sessions with winners, and press room interviews. The festivities will kick off Friday, Jan. 29, 2:30 p.m. PST with The Academy's Social Media Rock Stars Summit at The GRAMMY Museum®.

#### **GRAMMY.com/Blogging**

The GRAMMYS' new "Blogger Program" on GRAMMY.com sets the bar high for this year's show by allowing a handful of Best New Artist winners and nominees to blog first hand about their amazing experiences from Nominations to the Awards telecast. Other participants include the official artist of the 52nd GRAMMY Awards Shepard Fairey (contemporary artist and creator of Obey Giant); contributing editor to *Rolling Stone*, Huffington Post blogger and Emmy®-nominated TV and GRAMMY writer David Wild; and a variety of genre-specific music bloggers.

The Blogger Program reflects only one aspect of the new GRAMMY.com, which now empowers fans to view, share and discuss hours of archived video footage and photos. A live countdown clock to the telecast also appears on the site and is available as a widget.

#### **Mobile Application**

The new GRAMMY iPhone/iTouch application, "The GRAMMYs," is available at the iTunes App store and includes a "Guess the GRAMMYs" component, which allows users to give their best guesses for winners in 21 select categories, as well as purchase the nominated music. After users "Guess the GRAMMYs," they can register their selections and challenge friends to play along. After the show, an e-mail will be sent to users showing how well their guesses stood up against actual winners. Also included is a GRAMMY Trivia component along with "Did You Know" trivia factoids and images from past legendary GRAMMY Moments.

#### **Digital Partners**

The Digital Media team at The Recording Academy has partnered with the most progressive online broadcast companies and leveraged the best of both open source and proprietary technologies to deliver a cohesive, exciting and more enriching user experience for the re-launch of GRAMMY.com, newly launched GRAMMY iPhone/iTouch App, and GRAMMY Live. Partners include AEG Digital Media ([www.aegdigitalmedia.com](http://www.aegdigitalmedia.com)), Akamai ([www.akamai.com](http://www.akamai.com)), Diversion Media ([www.diversionmedia.com](http://www.diversionmedia.com)), LiveCast ([www.livecast.com](http://www.livecast.com)), LiveU ([www.liveu.tv](http://www.liveu.tv)), Lullabot ([www.lullabot.com](http://www.lullabot.com)), NeoSpire ([www.neospire.net](http://www.neospire.net)), Ooyala ([www.ooyala.com](http://www.ooyala.com)), Reliam ([www.reliam.com](http://www.reliam.com)), and Simplynew ([www.simplynew.com](http://www.simplynew.com)).

#### **About The Recording Academy**

Established in 1957, The Recording Academy is an organization of musicians, producers, engineers and recording professionals that is dedicated to improving the cultural condition and quality of life for music and its makers. Internationally known for the GRAMMY Awards — the preeminent peer-recognized award for musical excellence and the most credible brand in music — The Recording Academy is responsible for groundbreaking professional development, cultural enrichment, advocacy, education and human services programs. The Academy continues to focus on its mission of recognizing musical excellence, advocating for the well-being of music makers and ensuring music remains an indelible part of our culture. For more information about The Academy, please visit [www.grammy.com](http://www.grammy.com). For breaking news and exclusive content, join the organization's social networks on Facebook ([www.facebook.com/thegrammys](http://www.facebook.com/thegrammys)), MySpace ([www.myspace.com/thegrammys](http://www.myspace.com/thegrammys)), Twitter ([www.twitter.com/thegrammys](http://www.twitter.com/thegrammys)), and YouTube ([www.youtube.com/thegrammys](http://www.youtube.com/thegrammys)).

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