



FOR IMMEDIATE RELEASE

# **CURRENT@BONNAROO**

## **CURRENT TV BECOMES FIRST CABLE NETWORK TO CREATE CUSTOMIZED CONTENT FOR MAINSTAGE JUMBOTRON SCREENS PROGRAMMING AT A MUSIC FESTIVAL**

*Network Pioneers a New Way to Cover Music Festivals by Capturing Their Cultures*

*Current TV's Unprecedented Partnership with Bonnaroo Music & Arts Festival Creates and Provides Same-Day Production of Both Network Broadcast and Closed-Circuit Programming at Bonnaroo 2007*

**San Francisco (June 19, 2007)** – **Current TV**, the cable network that provides a fresh perspective from young adults in their own voices, descended upon the **2007 Bonnaroo Music & Arts Festival** in Manchester, Tennessee this weekend (June 13 -17) and pioneered a new way to cover music festivals – by capturing their cultures.

On-site and on-air, the network's groundbreaking multi-tiered programming – approximately 60 minutes' worth – highlighted the moments, stories and characters that defined the spirit and community of fans at the largest outdoor music festival in the nation. With a 30-person crew and full-scale production and editing facility on-site at the festival, the initiative marked the first time a network has accomplished same-day, start-to-finish production and programming of documentary-style coverage of a music festival. Weaving together network and fan footage, from an on-site wedding ceremony, on-stage antics, artist interviews and much more, the network's customized content played on the festival's mainstage JumboTron screens all weekend long – a music festival first. The collaboration with both fans and artists resulted in a tapestry of unique festival coverage with a richness and immediacy unlike any other programming on television today.

### **Collaboration with the Fans**

Throughout Bonnaroo weekend, Current TV teamed up with fans at the festival to produce a multifaceted, fly's-eye view of the Bonnaroo experience. While Current TV's four production crews gathered footage from every corner of the 700-acre festival grounds, fans submitted their own video and cell phone footage at Current TV's expansive tent on-site.

At Current TV's on-site production facility, a team of five editors worked around the clock each day to upload and edit Current TV footage, while blending in footage collected from fans' own video cameras and cell phones.

### **Current TV's Bonnaroo Programming "Pods"**

Current TV's nine programming segments (or "pods") of original Bonnaroo content were transmitted via an on-site satellite to Current TV's production headquarters for weekend viewing on the cable network. Additionally, the five to seven-minute pods aired on the festival's mainstage JumboTron screens all weekend long and are now featured online at [www.current.tv](http://www.current.tv).

Current@Bonnaroo's nine programming pods include:

- **"Hitched at the 'Roo"**: Current TV plays witness to a marriage, goes onstage with **The Flaming Lips**, and dances to the beat of its own drum at the Silent Disco.
- **"The Craziest Things at Bonnaroo"**: Current TV takes a ride for some taxi cart confessions; gets up close and personal with the craziest things at Bonnaroo; dives into the mind of **Gogol Bordello**; and checks out art in Bonnaroo's Such N' Such area.
- **"Art at Bonnaroo"**: Current TV takes in an art tour, goes swimming with **Brazilian Girls**, and jams with **Xavier Rudd**.
- **"Bonnaroo Entry"**: The gates to the festival grounds open and thousands of fans fill the infrastructure that has taken months to build. Current TV's music host Douglas Caballero spends some time with the **Little Ones**.
- **"Planet Roo"**: Current TV discovers the "green" side of Bonnaroo, hangs out backstage with the band **Hot Chip**, and gets healed by a campground medicine man.
- **"A Funny Thing About the 'Roo"**: Current TV follows comedian Lynne Koplitz onstage during a performance at the Bonnaroo Comedy Tent and checks out some homespun art made from recycled items. Douglas Caballero takes a backstage tour with **Ben Harper**.
- **"Bonnarouge"**: Current TV experiences a Yard Dogs cabaret performance at the Bonnarouge tent, and Douglas Caballero hangs out **Dirks Bentley**.
- **"Spirit of Bonnaroo"**: What brings people back year after year? In this episode we find out. The Current Fix team also spends some quality time with the **New Orleans Klezmer All-Stars**.
- **"Arriving at Bonnaroo"**: Current TV catches up with the 80,000 fans as they arrive at Bonnaroo. Douglas Caballero goes for a golf cart ride with **Mutemath**.

### **Current@Bonnaroo Campsite**

Located at the festival's Centeroo village, Current TV's expansive, air-conditioned tent was buzzing with creative activity from morning until night with music fans uploading their raw video and cell phone footage to create short-form, non-fiction documentaries of life at Bonnaroo for instant playback on six plasma screens inside the tent.

Also at the Current@Bonnaroo campsite, festival-goers got in front of Current's cameras with Current hosts to answer the interactive "Question of the Day," which was included in Current@Bonnaroo's "podlets" programming on the mainstage JumboTron screens, as well as on Current TV and online at [current.tv](http://current.tv).

Since its inception, music programming has always been a major thread of Current TV's programming and online content. From the hottest up-and-comers to the world's music legends, the network's program **"The Current Fix"** reveals the untold stories in music today. Called "the best integration of television and the Internet to date" by **Rolling Stone** magazine, the network's innovative music programming goes beyond the hype, by digging deep into the lives of favorite chart-toppers such as **Bono**, **Perry Farrell** and **Mos Def**; discovering the stories of bands on

the rise, including **Cold War Kids, The Shins, Chamillionaire** and **Mastercraft**; and capturing the experiences of music lovers worldwide.

**About Current TV**

Current, which launched Current TV in August 1, 2005, is the first network created by, for and with an 18-34 year-old audience. The network shows young adults what's going on in their world, in their voice. Current is also the first network in history whose programming is supplied in part by the very audience who watches it. It has developed the television industry's leading model of "viewer created content" (VC2), which comprises roughly one-third of Current's on-air broadcast, and allows the audience to submit short-form, nonfiction video "pods," "viewer created ads" (V-CAMs), and mobile video. Its award-winning programming ranges from the hottest trends in technology, fashion, music and videogames, to pressing issues such as the environment, relationships, parenting, finance, politics and spirituality. Current is available in 50 million households worldwide via the five largest distributors, including Comcast (channel 107 nationwide), Time Warner Cable, DirecTV (channel 366 nationwide), Dish Network (channel 196 nationwide), BSKyB (Channel 229) and Virgin Media Cable (channel 155).

For more information, please visit the website: [www.current.tv](http://www.current.tv).

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