



Music and Advertising in Television I

By Verena Stickler

GRIN Verlag Sep 2011, 2011. Taschenbuch. Book Condition: Neu. 208x57x5 mm. This item is printed on demand - Print on Demand Neuware - Scholarly Research Paper from the year 2008 in the subject Communications - Movies and Television, grade: 1,1, London Metropolitan University (London Metropolitan University), course: Marketing & PR in Music and Media Industries, language: English, abstract: Pod NiTES is an all new and innovative multi-format show proposed by Fremantle Media. The show is a reality based music programme and sees sixteen contestants (in groups of four) living and competing together for a total of six weeks. The show deals with four different music genres (Pop, Rock, Jazz and R&B) each represented by a different celebrity mentor. The task the four teams face each week is to create a brand new song within a different genre every time. Presented by Sharon Osbourne and Will Young the show contains weekly podcasts, live performances by contestant teams and mentors opinions on the performances. Footage as to how the songs were created and what friction occurred within the house will be shown as well. In the end the public will decide which team wins by downloading their favourite song via iTunes. The...



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