

MTV Iggy And Intel Reunite For 'The Music Experiment 2.0'; Empire of the Sun To Headline First Show In New York City

Thousands of Fans to Use Social Gaming to Access Customized Concert Experiences in New York City, San Francisco, Boston, Los Angeles, and Nashville

NEW YORK, June 10, 2013 /PRNewswire/ -- MTV Iggy, MTV's global music brand, and Intel Corporation today announced that they are teaming up again to create "[The Music Experiment 2.0](#)," an interactive, multi-platform music series connecting passionate fans with their favorite emerging artists. After the success of last year's award-winning launch, "[The Music Experiment](#)" returns with new social gaming challenges that allow fans to access secret shows in New York, San Francisco, Boston, Los Angeles and Nashville.

(Logo: <http://photos.prnewswire.com/prnh/20130610/NY28878LOGO>)

The Australian band Empire of the Sun will kick off the series on Thursday, June 20, in New York, following the June 18 release of its new album *Ice On The Dune*, the follow-up to 2008's *Walking On A Dream*, which has sold more than a million copies worldwide. *Ice On The Dune* can be pre-ordered [here](#). Each "Music Experiment" show will be immersive, themed and set in elaborate and unusual secret venues with fans arriving in costume. "The Music Experiment" will continue to grant show tickets to fans who engage with the music series through social media and embrace the festive-show themes.

"Last year's success using breakthrough technology to provide an unforgettable music experience made continuing with MTV Iggy an easy choice," said CJ Bruno, Intel vice president, Americas GM. "The Intel-inspired Ultrabook™ is once again the technology headliner of the campaign. You'll see it featured on line, in television, in social and at every event." Timing of the campaign also factored in Intel's marketing decision to continue, according to Bruno. "The second season of 'The Music Experiment' will feature the recently announced Intel-inspired 2-in-1 compute devices in a music-rich experience," he said.

"It's exciting to collaborate with Intel on the second season of "The Music Experiment," said Nusrat Durrani, general manager and senior vice-president of MTV World. "Together, MTV Iggy and Intel are uniquely positioned to create rich, unparalleled audience experiences for fans that seamlessly intersect music, creativity and social media. We re-invented the traditional concert model to create party experiences that thrive on social media. The upcoming shows will continue to build on that momentum by tapping into new and innovative ways to amplify the music series and integrate the Intel brand."

Custom commercial spots on MTV, MTV2, mtvU, [MTV.com](#), [MTV2.com](#), [mtvU.com](#) and [MTVIggy.com](#) will tease the upcoming, secret shows and drive fans to [musicexperiment.com](#). Fans will have multiple opportunities to win tickets to these exclusive music experiences during the two weeks leading up to each show. Tickets are awarded to fans who engage the most through social media. Each day fans are given the opportunity to win tickets by completing unique social media challenges across multiple online platforms: Facebook, Twitter, Instagram, Vine and Pinterest. Fans with submissions deemed the most creative will be awarded prizes including VIP tickets to the show, a personal meet and greet with the artist and a starring role in their own MTV Iggy-produced music video.

"The Music Experiment" is a deep collaborative effort between MTV Iggy and Intel to find new and innovative ways to connect Intel's Ultrabook to the millennial music scene. The series is essentially an evolving experiential concept. The brands worked together incorporating feedback from the first series to further customize the audience experience with significant additions in social media engagement tactics and distribution to extend the reach of these memorable concert experiences to more fans.

This year with the help of custom-built interactive software, fans from around the globe can beam themselves into the shows via webcam and all live video streams will project onto an onsite, virtual gallery wall. Fans who don't attend the shows can still experience the performances online via live stream on the series' online hub and on the Music Experiment Windows 8 App. With this new app, fans can choose which camera angle they want to view the show. Performance highlights and audience participation will be featured on [musicexperiment.com](#), and all five shows will air on the Palladia music channel. Many fan-favorites including the Ultrabook photo booths and social update stations will return to keep attendees constantly connected to their social media accounts to share their experiences.

In 2012, Of Monsters and Men, Santigold, The Jezabels and English dubstep DJ Flux Pavillion headlined the "The Music Experiment" in four U.S. cities, revolutionizing the concert experience for millennials and successfully blurring the barriers between the artist and audience using social, digital and mobile channels.

About Intel

Intel (NASDAQ: [INTC](#)) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world's computing devices. Additional information about Intel is available at [newsroom.intel.com](#) and [blogs.intel.com](#).

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About MTV World

MTV World connects globally minded millennials with music and pop culture trends and creates original programming for targeted audiences across multi-platform brands. The division includes MTV Iggy, featuring emerging music from around the world, MTV K, devoted to global K-Pop, and MTV Desi, focused on South Asian music and pop culture. It also creates innovative content and programs for advertising partners. MTV World is a unit of Viacom Inc. (NASDAQ: VIAB, VIA).

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