



# Parlophone and Radio 1 offer Gorillaz TV on demand

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URL: <http://www.pr9.net/business/marketing/2909november.html>

*EMI Music UK label, Parlophone is offering exclusive animated footage from Gorillaz Demon Days Live in Manchester, across a number of digital platforms in a first for BBC Radio 1.*

PR9.NET November 08, 2005 - Footage will be available via BBC.co.uk, BBC Radio 1 online and BBC interactive TV.

The Manchester gigs ran from the 2nd - 5th November, with this being the first time Radio 1 has delivered visual content on demand for TV, taking the BBC's plans to visualise radio up a gear.

The ground-breaking initiative means viewers with digital satellite, cable and Freeview can enjoy exclusive audio and animated visuals from the gig at the push of the red button for 7 days after transmission.

Gorillaz Demon Days Live is a trailblazing event for the Manchester International Festival, the world's first commissioning arts festival which kicks off in 2007. Jamie Hewlett – creator of Gorillaz visual identity - is producing exclusive visuals for the evening.

Radio 1 will be broadcasting Friday's show on Lamacq Live from 9pm on Monday November 7. From 11.30pm the same night, the station will make visuals and audio of the event available from all BBC TV channels and online at [bbc.co.uk/radio1](http://bbc.co.uk/radio1). Freeview viewers will be able to press red from Radio 1.

Daniel Heaf, Radio 1's Interactive Editor said; "Radio 1 knows how important visualisation is for its young listeners. This collaboration with Gorillaz Demon Days Live demonstrates how the station can provide world class music content across multiple platforms."

Dan Duncombe, Digital Media Manager at Parlophone, comments, "Giving fans the ability to access content across a number of digital platforms is a key part of the Manchester events. We are also offering fans the opportunity to pre-order and download the live from Manchester version of the Gorillaz new single Dirty Harry, on to their mobile before the physical release date (21st November).

"These are groundbreaking shows, and working with Radio 1 has allowed us to take this further in terms of reach as well as interactivity. Gorillaz fans throughout the world can access and interact with this exclusive audio and visual content, making it a truly global and multi platform event."

Gorillaz Demon Days Live sees the musical collaborators behind smash hit album Demon Days brought together for the first time ever, to recreate the album over five remarkable and unrepeatabe evenings; it's also the first time R1 audiences can receive on demand visual content on digital television (DTV).

People can listen to Radio 1 - and any other BBC radio station - via DTV and recent research shows nearly 10 million people in the UK do so every week (RAJAR Q3 2005).

This initiative expands the thinking behind the BBC Radio Player - which allows people to listen to BBC Radio programmes via the Internet for a week after transmission - to give DTV listeners more control.

BBC Radio 1 can be found on Freeview, Sky Digital, NTL and Telewest.

For further information, please contact Jamie Austin, BBC Radio Publicity, on 020 7765 0426.

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## About immediate future Limited

immediate future Ltd is an independent public relations (PR) and communications consultancy, specialising in media, creative and digital industries. The team is highly experienced in both corporate and business-to-business PR. We have a proven track record with clients ranging from public and private companies, to 'not for profit' organisations.

The company is founded on three core principles: in- depth industry knowledge, professional standards and accountability. We use these foundations to deliver a holistic approach to reputation management with proactive and creative PR strategies, trusted on- and off-line media relations, and a vast array of PR tactics. The result is high-quality public relations that makes our clients' lives easier and brings real business benefit.

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