



# EMI Music UK launches exclusive Bob Geldof Podcast on new Live8 site

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URL: <http://www.pr9.net/ent/music/2918november.html>

Fans can now buy the music DVD for Live8 in time for Christmas at <http://www.live8livedvd.com/>

PR9.NET November 10, 2005 - This week, EMI Music UK launches a two part exclusive podcast of Bob Geldof, on <http://www.live8livedvd.com/>, the official Live8 DVD website. Visitors can now buy the music DVD for this year's Live8 concert at <http://www.live8livedvd.com/>.

In his podcast interview, Bob Geldof discusses the memorable concert in Hyde Park: how he initially approached the artists who participated; how he persuaded Pink Floyd to reform and perform all together for the first time in 25 years; the influence of digital media in encouraging and nurturing 'people power'; and how Live8 was different from Live Aid. At [www.live8livedvd.com](http://www.live8livedvd.com) Bob Geldof will also be discussing the importance of the new DVD, which is released for sale in early November 2005.

Danny Van Emden, Digital Media Director at EMI Music UK, comments: "Since its inception, the Live8 DVD campaign has used a multi-channel approach to communicate with the community of music fans; ensuring that they have fast and direct access to the latest information as and when they want it.

"As a medium, podcast conveys and permits a higher level of intimacy than other channels. Bob Geldof's podcast captivates perfectly the essence of Live8, allowing him to talk directly, almost on a one-to-one basis, to the Live8 fan-base community."

EMI Music UK's dedicated in-house digital team was responsible for the creation and delivery of the Live8 online campaign at [www.live8livedvd.com](http://www.live8livedvd.com), from the design and webmastering of the official site and creating Bob Geldof's podcast, to implementing a CRM programme and a pre-orders facility on Amazon.

Sarah Sherry, Digital Media Manager at Virgin Records, comments: "The online campaign for Live8 encompasses many strands that have all worked together to effectively drive awareness of the music DVD prior to its release. With an objective of raising awareness of the forthcoming DVD and supporting the ongoing relationship the live event established with consumers across the world, our strategy was to use online channels that allowed us to communicate with fans on a more intimate and readily accessible level."

The official site for the Live8 DVD, [www.live8livedvd.com](http://www.live8livedvd.com) is evolving into a solid online community, supporting visitors with areas to post their own images of the event and chat in the web forum. The site also offers streamed footage from the DVD. The DVD is created and produced by EMI Music UK's DVD division.

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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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