

The World's First 30 Second Xmas Number 1 Song? The Real Alternative To The X Factor This Christmas!

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Cult indie band The Pocket Gods have just released the ground breaking 100x30 album (100 songs all 30 seconds long) which has been called by The Independent as the ultimate musical statement against Spotify and will "change the way songs are written" - Spotify pays out a royalty once a track hits 30 seconds (0.007p) and then no more - so why write longer songs anymore:

[The Independent - Is The 3 Minute Pop Song Over?](#)

Following on from this they have recorded the first 30 second Xmas song! It's called **0.007 Licensed To Kill The Music Business This Christmas**. It has been give odds with Paddy Power bookmakers of 40 to 1 for the coveted Xmas number one and is a real contender and alternative to the X Factor this Christmas!

The Pocket Gods were recently interviewed on ITV news about the single and even performed all 30 seconds of it live on the show:

[The Pocket Gods live on ITV London](#)

What with Adele and Taylor Swift taking their music off Spotify The Pocket Gods go one further by actually releasing music on it and make a statement at the same time. Spotify have so far declined to comment.

The 100x30 has also been featured in US music magazine Billboard who described the album as genius out of the box thinking and whose songs: *"haul digital music and the modern world over the coals."*

[Billboard article](#)

For interviews and features please contact: Mark Lee on UK 07791 985813 or email: info@100x30.com

For further information go to the 100x30 website:

[100x30](#)

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Nub Music

T. 07791985813

E. mark.lee@nubmusicuk.com

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