VEGAS SHOW A NEW REALITY FOR UK MUSICIANS

Monday 12 December, 2016

LONDON, UK – London's Dreamscope Media Group Ltd has partnered with Las Vegas based TgoTV Network to launch it's own TV show, online gig submission platform for musicians and a new music channel dedicated to independent and unsigned acts. The launch will be broadcast live from Fuso Nightclub in Las Vegas on AppleTV, Amazon FireTV and Roku TV on February 15th, 2017 and will feature performances by London-based artists Robin Howard and Alex Cambridge.

A short documentary about "MyBand" was produced by students from the Middlesex University TV Production department in London and can be seen online at www.MyBandVegas.com.

The TV show, 'MyBand: Live in Las Vegas', features independent musicians alongside established industry professionals in an effort to shed light on up and coming talent. Warwick Stone, the curator for music memorabilia at the Hard Rock Cafés, who frequently appears on *History Channel's* hit show 'Pawn Stars' as an expert, is but one of the big names that will appear on the show. A representative from The Grammy Museum in Los Angeles, PRS For Music in London and The Beatles Story in Liverpool are all scheduled to appear during the first season, which will be hosted by multi-independent music award winning recording artist and Grammy member Matt Annecharico.

"It is such an honor get the chance to pick these people's brains" comments Matt, "they have so much insight into what made these artists stick in people's minds and that will be very valuable for up and coming artists or anyone who enjoys music."

The online platform will accompany the show and carries the same name. It allows musicians to submit their electronic press kits directly to UK-based live music promoters, venues and festivals and streamlines the process of selecting the best talent for events. In a recent survey conducted by Dreamscope Media Group consisting of 2000 individuals who consider themselves currently active in the UK live music scene, 96% said they currently book their own live performances and 100% said they would use a service that streamlines the process. Artists using the platform have the opportunity to appear live on the TV show and then can promote their segment for an opportunity to perform in Las Vegas at the annual live taping of the show.

Leading up to the launch Matt, along with performers Robin Howard and Alex Cambridge, will take part in a 'MyBand' tour making stops at The Underbelly in Hoxton on January 6th, The Finborough Arms in London on January 7th, Electric Circus in Edinburgh on January 13th and then finally the trio will perform at the launch at Fuso Nightclub in Las Vegas on February 15th during the live broadcast. Attendees will receive free access to the MyBand platform for a month.

For more information including behind the scenes videos from the tour and updates about the launches, visit MyBandVegas.com.

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View Online

Additional Assets:
www.mybandvegas.com
MyBand Audience Development Plan
https://www.youtube.com/watch?v=7XIfVTqI-RE

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