# World Record Breaking rock band pull no punches with their new album taking on Spotify, Adele, Liam Gallagher and the whole music industry with their new album of 100 songs all 30 seconds long!

**Sunday 26 November, 2017**

**The Pocket Gods - 100X30 The Future Of Music**

*Release date: 15th December 2017 - Nub Music/The Orchard (Sony Music)*

World record breaking indie band **The Pocket Gods** release their new album 100X30 The Future Of Music which is the 4th in their series of **100x30** album which all feature **100 songs (at least) all 30 seconds long**.

The idea behind it was that streaming services such as **Spotify** pay out a very small royalty to artists once a song reaches 30 seconds and then no more. So The Pocket Gods frontman Mark Christopher Lee thought why give them longer for free? Why not as an artist adapt the songwriting form to the media of today.

Lee was inspired by US Music Professor Dr. Mike Errico who questioned why pop songwriters were still writing 3 minute pop songs, as this length was partly inspired by the duration you could get on a side of 7 inch vinyl. Indeed Lee took this very seriously and went away and recorded the first of the **100X30** albums which gained a lot of exposure in **Billboard, Forbes, Wall St Journal and ITV News** as well worldwide radio play including **BBC 6 Music** recommended album of the month by renowned indie **DJ Steve Lamacq**.

**All 3 of the 100X30 albums are featured in this year's Guinness Book Of Records alongside such musical greats as The Beatles, David Bowie and Justin Bieber!**

In this latest 100X30 Mark Christopher Lee has returned again to the theme of the music industry and in particular what the future holds. Lee's aim is simply to reinvent the pop song into a 30 second format, with short catchy hooks and messages ideal for the Youtube Spotify generation who are constantly skipping and searching for new music after 30 seconds.

The beauty of this album is that if you don't like one song then you don't have long to wait for the next one to come around.

Lee and **The Pocket Gods** with this album target the music industry of the past & present and it's sleazy casting couch culture with songs such as: ***"Perverts Of The Music Industry"*** and the whole online Ticketing rip off for fans with songs: "***Ticket Master & Servant"*** & ***"Stub Hub (Profits In Paradise)"***. They also target musical luminaries such as **Ed Sheeran*"I Wanna Be The New Ed Sheehan"*** & ***"1 Man & His Overused Loop Pedal",*** **Adele** ***"Why Does Adele Always Sing So Sharp"***, & **Liam Gallagher** ***"Liam Gallagher is Jealous Of My Clever Turn Of Phrase"*** , **Sekpta** ***"Bit Sceptical About Skepta"*** & even **Morrissey** ***"A Facist Smith"***.

They also sing about the new world order of streaming and playlists with songs called ***"Who Do I Have To Sleep With To Get On This Spotify Playlist***", ***"Tastemaker"*** & ***"Plugger Mugger"***.

Other highlights include: ***"Holograms On Tour"*** which they wrote after hearing the there Big O (Roy Orbison) was going back on tour despite having been dead for the last 29 years, ***"Country Stars & Guns"*** & ***"Not Cool Enough For The BBC."***

The Pocket Gods were originally discovered by the late **BBC DJ John Peel** and have been championed by the likes of **Tom Robinson (BBC 6 Music) & Huw Stephens from BBC Radio 1.**

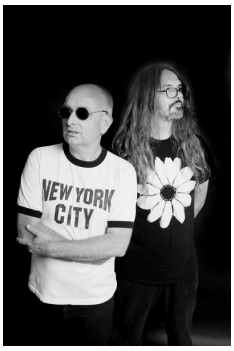
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