



## **UTV Interactive brings the Bacardi NH7 Weekender live on the web**

*~UTV Interactive to stream Bacardi NH7 Weekender live on Facebook & YouTube~*

**Mumbai, Wednesday, November 16, 2011:** UTV Bindaas has partnered with India's happiest music festival, Bacardi NH7 Weekender, to be held in Pune from the 18 - 20th of November and UTV Interactive, the digital arm of UTV will be streaming it live on YouTube, Facebook and Indiatimes to over 2 million Facebook fans and millions of web users.

This year at Bacardi NH7 Weekender, Grammy winner Imogen Heap and British house DJ Basement Jaxx will headline the festival, along with over 50 other artists, including Indian Ocean and Pentagram. The live stream of the festival will see an unprecedented 48 hours of great music featuring the biggest international and Indian acts performing live on your computer screen.

Bands will be playing simultaneously on three stages: The Bacardi Black Rock Arena, The Dewarists Stage and the Eristoff Wolves Den. The live stream of the event will include real-time Facebook updates from the venue and on-demand videos. Users will be able to switch between multiple stages to watch their favorite bands.

**Sameer Pitalwalla, Sr. Vice President, UTV Interactive**, said, "We are happy to bring the Bacardi NH7 Weekender to our web audience across platforms. Being able to see all the bands across all the stages from the comfort of your home along with your Facebook friends is going to be a whole new concert experience and we are glad to be the ones setting the trend."

**Vijay Nair, CEO, OML**, said "We are really excited to partner with UTV Bindass to bring the Bacardi NH7 Weekender live across UTV's properties on Facebook and YouTube. While we'd have loved to have people experience the festival on ground, we are glad that they can see the vibe of the festival live. UTV Bindass has ensured that streams from multiple stages are available for their web audience to pick and choose what they want to see"

So log on to [www.facebook.com/bindass](http://www.facebook.com/bindass), [YouTube.com/bindass](http://YouTube.com/bindass) or [live.indiatimes.com](http://live.indiatimes.com) from the 18th of this month and enjoy the show.



### **About Interactive – UTV**

Interactive, the digital vertical of UTV, which came into fold in May 2008, looks after the dissemination of entertainment based content over the digital space more specifically the mobile and web. UTV has identified tremendous potential in this arena and are creating products and applications that consumers can use and enjoy across demographics. With the strategic focus being across two mediums Voice and Video, UTV has rolled out products such as Audio Cinema, Audio Devotion, Celebrity based - voice blogs, voice chats and even video chats and continues to innovate in the space of made for mobile content.

### **About Only Much Louder**

OML delivers ways of working with artists, brands, venues, advertising agencies and event agencies, developing music-themed properties to meet their needs. Its group companies include a booking and artist management agency, production house, digital firm, and publishing. With nine years of experience in the Indian independent music scene, Only Much Louder (OML) is recognized as the most prominent promoter of Indian independent music having produced live music festivals such as Bacardi NH7 Weekender (2010), Eristoff Invasion (2011) and Big Chill (2007) in India and having promoted some of the most significant Indian indie acts such as Pentagram, Shaa'ir + Func, Raghu Dixit and Swarathma. Visit [www.oml.in](http://www.oml.in) for more information.

### **Contact:**

Richa Anand  
Corporate Communications & PR  
UTV  
+91 9820379152  
[Richa.anand@utvgroup.com](mailto:Richa.anand@utvgroup.com)