MEDIA RELEASE
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VIRGIN MOBILE DELIVERS SECOND HIGHEST VIEWED YOUTUBE STREAM IN AUSTRALIAN HISTORY

- Virgin Mobile live streams headline acts to almost half a million Aussies from Splendour in the Grass -

Sydney, 3rd August 2012 – Virgin Mobile has further cemented its position in Australian music history, with the revelation that its live stream from Splendour in the Grass 2012 was one of the most successful on record, reaching just under half a million unique browsers.

In 2010 Virgin Mobile was the first brand in Australia to live stream from a music festival, broadcasting the entire Temper Trap set live from Splendour in the Grass over the web. Virgin Mobile then brought the Aussie music masses its longest-ever festival stream when a record audience of 285,150 viewed its stream of 2011 Splendour acts including Coldplay, Kaiser Chiefs and Elbow.

This year, Virgin Mobile achieved the second highest viewed YouTube stream in Australian history, broadcasting performances from the likes of Kimbra, Band of Skulls and Miike Snow directly from the Mixup and Supertop stages at Splendour in the Grass 2012, on Saturday 28th July. Eight hours of slickly produced music and exclusive interviews proved to be a winning combination for the YouTube audience with this year’s stream garnering 457,000 views live on YouTube on Saturday alone.

The Virgin Mobile live stream from Splendour in the Grass 2012 involved:
• 20 different cameras used to capture the action
• 405 minutes of live music being recorded
• 3500 frames of high definition digital festival footage being captured
• 4kms of cable being run
• 4 separate crews recording 2 live stages
• 8 great interviews in the Virgin Mobile interview area back stage
• 37 crew members working a total of 1940 hours
Virgin Mobile’s Marketing Director, David Scribner, said, “We’re really excited to have once again delivered exclusive access to fans and music lovers who couldn’t make it to the festival. We have been pioneers in live-streaming ever since we first live-streamed the Temper Trap in 2010 and are proud, this year, to have delivered the second most successful YouTube stream in Australian history.”

2012 was Virgin Mobile’s third year of sponsoring the prestigious festival, with activations extended beyond the festival grounds for the first time. In a never-before-seen activation, Virgin Mobile customers registered before the festival for them and a plus one via a Facebook app and then picked up their Near Field Communications (NFC) wristband once onsite. Registered customers had the chance to win 5,000 prizes ranging from Beats™ Solo™ headphones to HTC One S phones, burger and juice vouchers and five minute makeovers via TapIt technology embedded in their wristbands. The technology enabled Virgin Mobile to deliver prizes by gender using Facebook integration and posted alerts to their social media channels to make their friends at home green with envy.

The 2012 partnership saw Virgin Mobile work collaboratively with the festival organisers on the Splendour mobile app, with 13,116 punters downloading it over the course of the festival. This year Virgin Mobile added push notifications to the app, which kept festival-goers informed of special events and offerings throughout the festival.

Performance and interview highlights from the Virgin Mobile Live Stream can still be viewed at its YouTube channel (YouTube.com/VirginMobileAus).

~ ENDS ~

Agency Credits

Live Stream Production: Golden Duck
Sponsorship Activation: Sound Alliance

Notes to Editors

Dedicated to enhancing the overall experience for those at the festival, Virgin Mobile hosted a range of customer benefits to Virgin Mobile customers attending Splendour in the Grass 2012.

Virgin Mobile festival benefits in 2012 included:

- The opportunity for festivalgoers to pull over and revive in style and comfort at Virgin Mobile’s Star Treatment Stop. The Star Treatment Stop (stylish pit-stops), which was located en-route from Sydney to Bryon Bay, offered drivers and their mates free coffees, massages, comfy beanbags and chilled DJs tunes for a refresh with a difference.
• Access to the **Posh Pit** fancy bathroom (clean and fresh – oh the joy!) plus 5 minute makeovers to keep punters looking and feeling like a star throughout the festival

• **Fast Lane** express bar queue - Virgin Mobile thinks it’s only fair that customers spend more time watching bands, and less time queuing at the bar

• **Power Point Recharge Station** – Running out of juice on your mobile? Can’t send that last photo of you in the mosh pit to make all your friends jealous? Virgin Mobile had punters covered with the recharge station

• **Bandstand daily prizes** – These babies were the key to fun times at Splendour from food vouchers to phones there’s was a whole lot of love to give. Customers simply tapped their wristband throughout the festival to see what they had won

• The chance to win tickets to the **exclusive Channel V party**: 50 Virgin Mobile customers and their friends won access to the VIP section at the Channel V Party at the Beach Hotel in Byron Bay on Saturday the 28th July where they were treated to a recovery breakfast, drinks and great tunes from the likes of Alison Wonderland and even a surprise interview from none other than the Smashing Pumpkin’s Billy Corgan.

For further information or to arrange an interview, please contact:
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**Virgin Mobile & Music**
As a Virgin company, music is a part of our heritage and our brand DNA. Since we launched 11 years ago, Virgin Mobile Australia has been a key player in the music scene undertaking initiatives to enrich the music experience for our customers.

We’ve been a major sponsor of Splendour in the Grass festival since 2010, offering customers a host of benefits to enhance their festival experience. We also brought music to the masses as the first brand to live web-stream from an Australian music festival, broadcasting Temper Trap’s set from Splendour in the Grass 2010. We then gave you Australia’s longest-ever festival live web-stream from St Jerome’s Laneway Festival in 2011.

In 2012 we are also excited to be sponsoring music legend George Michael’s national tour later this year. Stay tuned for more music news from us at [www.facebook.com/VirginMobileAus](http://www.facebook.com/VirginMobileAus) or [www.twitter.com/virginmobileaus](http://www.twitter.com/virginmobileaus).