



The Recording Academy®

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NEWS RELEASE

THE RECORDING ACADEMY® PRESENTS: 3RD ANNUAL SOCIAL MEDIA ROCK STARS SUMMIT — HOW MUSICIANS MONETIZE THROUGH SOCIAL, MOBILE & GAMING

Official GRAMMY® Week Event Will Be Moderated by Topspin Media CEO Ian Rogers and Feature Heads of GetGlue, Shazam, and Turntable.fm, and Spotify's First Artist-in-Residence D.A. Wallach of Pop Duo Chester French

SANTA MONICA, Calif. (Feb. 3, 2012) — In celebration of its continuing commitment to the intersection of music and social media, **The Recording Academy®** (www.grammy.com) will once again recognize the pioneers and influencers in this space at its **3rd Annual Social Media Rock Stars Summit: How Musicians Monetize Through Social, Mobile & Gaming**. These trailblazers will challenge conventional wisdom regarding traditional entertainment revenue models and suggest transformative ideas and forward-thinking solutions at this official **GRAMMY®** Week event. This panel of socially connected thought leaders representing some of the industry's most buzzed-about entertainment platforms will include **Shazam CEO Andrew Fisher**; **Turntable.fm Chairman Seth Goldstein**; **GetGlue CEO Alex Iskold**; and **Spotify's** first artist-in-residence **D.A. Wallach** of pop duo **Chester French**; and will be moderated by social commerce innovator **Ian Rogers**, CEO of **Topspin Media**.

This invitation-only event takes place at the **Conga Room at L.A. Live** on **Friday, Feb. 10** with an interactive audience of social media influencers in the entertainment and technology industries. A VIP reception will immediately follow, sponsored by **Akon's Hitlab**. The discussion will be streamed live from **2-3:30 p.m. PT/5-6:30 p.m. ET**, kicking off **GRAMMY Live** (www.grammy.com/live) — a three-day webcast of notable events leading up to **Music's Biggest Night®**. This year's Summit will advance the conversation by allowing fans greater engagement through expanded mobile and digital technologies, including a mobile viewing app, a live tweet visualization powered by Mass Relevance, and a mobile-optimized invitation and check-in system with real-time SMS updates powered by Ticketmob. To join the conversation, tweet **@TheGRAMMYS** with the hashtag **#SMRSS** and visit <http://grammys.tunestub.com/> to RSVP.

The traditional roles of music creation, publicity/marketing and distribution are impacted by the convergence and technical advancements of social, mobile and gaming. The in-depth, 90-minute discussion will center on the evolution of the connection between musicians, fans and the digital platforms on which entertainment content is consumed. The conversation will explore the shift in revenue throughout the cycle, from creation to distribution to consumption; the role of identifying the appropriate technology based on artist objectives; the explosive growth of social television; and the use of discovery and identification technologies.

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3rd Annual GRAMMY Social Media Rock Stars Summit

Page 2

Past Social Media Rock Stars Summit panelists have included artists Chamillionaire, Adam Lambert and Jared Leto, along with the founders/CEOs of Digg, Facebook, Foursquare, Mashable, Pandora, Tumblr, Twitter, and YouTube. Past moderators have included former MTV VJ John Norris and the godfather of social media for TV, Rick Sanchez, formerly of CNN.

Established in 1957, The Recording Academy is an organization of musicians, producers, engineers and recording professionals that is dedicated to improving the cultural condition and quality of life for music and its makers. Internationally known for the GRAMMY Awards — the preeminent peer-recognized award for musical excellence and the most credible brand in music — The Recording Academy is responsible for groundbreaking professional development, cultural enrichment, advocacy, education and human services programs. The Academy continues to focus on its mission of recognizing musical excellence, advocating for the well-being of music makers and ensuring music remains an indelible part of our culture. For more information about The Academy, please visit www.grammy.com. For breaking news and exclusive content, join the organization's social networks as a Twitter follower at www.twitter.com/thegrammys, a Facebook fan at www.facebook.com/thegrammys, and a YouTube channel subscriber at www.youtube.com/thegrammys.

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