
**INDMUSIC AND MAGNET MEDIA FORM CREATIVE DEVELOPMENT PARTNERSHIP,
WILL LIVE STREAM MUSIC EVENTS**

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NEW YORK (July 29, 2015) — Magnet Media and INDMUSIC announce a creative development partnership focusing on live streaming music events with IND creators, leading musicians, and social celebrities.

INDMUSIC's top artists and labels – generating upwards of 300M+ streams per month on YouTube – will be selectively represented in a series of exclusive live streaming performances on YouTube.

Magnet Media is one of Google's premium producers of global streaming events using the Hangout On Air platform, having created and produced exclusive streaming events for dozens of brands and celebrity performers including those featuring:

- **Ana Gasteyer** (SNL) and Laura Vitale for Weight Watchers,
- **Andy Bell** (MTV, Fox Sports Net, National Geographic, RedBull) for Toyota
- **Nakia** (NBC's The Voice) for Google Fiber

"We want to push the boundaries of live streaming events, and our partnership with INDMUSIC is an exciting way to do that. INDMUSIC's talent roster is incredible and so is its social reach," said Megan Cunningham, CEO of Magnet Media. "These live streams are going to provide up-close, personal experiences with fan's favorite musical artists; it'll be like having a backstage pass for the digital age."

Together Magnet Media and INDMUSIC are developing a unique set of live and interactive experiences featuring top musicians with large social footprints from the INDMUSIC network.

"INDMUSIC is always looking for exciting opportunities to bring to our Network of artists and labels, especially those that provide additional revenue and exposure for our working musicians. Magnet Media has a rich history of content creation that, when paired with our exciting roster of talent, generates a one-of-a-kind, curated experience for music fans and online video audiences on any platform," said Brandon Martinez, Co-Founder and CEO of INDMUSIC.

Magnet Media is a leading creative studio that tells stories through innovative digital strategy, video content creation, and targeted digital distribution.

Clients include top brands and media companies: Google, Mattel, National Geographic, Toyota, JPMorgan Chase, Adobe, PBS, Amazon, Blackrock, The Food Network, Microsoft, and more.

INDMUSIC is a global rights administration network and YouTube certified MCN with digital tools and services to increase revenue and audience development on emerging platforms including YouTube, SoundCloud and Dailymotion. INDMUSIC helps its partners monetize their content on multiple platforms without sacrificing creative control or rights to their content. Originally established on YouTube, the company has expanded its services to other platforms including SoundCloud, where INDMUSIC provides opportunities for monetization and optimization for SoundCloud's newly established partner program for creators. Labels/Artists in INDMUSIC's network include Stones Throw Records, Mom + Pop Records, 300 Entertainment, Robbins Entertainment, Shanachie Records, Ooh La La Records, Zac Brown Band, Arcade Fire, Umphrey's McGee, and Soul Khan. On YouTube, the company has aggregated over 6.7B views to date across their more than 1900 channel partners. Founded in 2011 by Brandon Martinez, Jon Baltz, Allen DeBevoise, and Guy Oseary, INDMUSIC is headquartered in Brooklyn, NY.

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