



*For Immediate Release*

# The Recording Academy<sup>®</sup>

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## **NEWS RELEASE**

### **GRAMMY LIVE<sup>®</sup> RETURNS TO GIVE MUSIC FANS MULTIPLATFORM GRAMMY COVERAGE**

*Exclusive Access from Backstage, Red Carpet,  
Pre-GRAMMY Gala, and Pre-Telecast Ceremony*

*Performance by Barrett Baber, Winner of CBS.com's GRAMMY  
Gig Of A Lifetime Contest, Presented by Microsoft Surface,  
To Stream During GRAMMY Live*

SAN FRANCISCO and SANTA MONICA, Calif. (January 22, 2014) — The Recording Academy<sup>®</sup> and CBS will launch [GRAMMY Live<sup>®</sup>](#), bringing music fans around the globe unprecedented, multiplatform access to all the VIP and backstage events leading up to and throughout the **56th Annual GRAMMY Awards<sup>®</sup>**. GRAMMY Live will begin Sunday, Jan. 26 at 9 a.m. PT/noon ET at [GRAMMY.com](#), [CBS.com](#) and on the GRAMMY Live mobile apps for [iOS](#) and [Android<sup>™</sup>](#), and continue through the live telecast, which airs 8p.m. – 11:30p.m. ET/PT on the CBS Television Network.

A comprehensive interactive experience, GRAMMY Live brings fans a complete backstage pass to Music's Biggest Night<sup>®</sup> with exclusive live-streaming video, behind-the-scenes GRAMMY cams, photos, social media integration, official news reports, blogs, and personalized updates from mobile GRAMMY hosts **Andrew Burnette**, **Louise Rowe** ("Fashion Star," "Access Hollywood"), **Quddus** (MTV), and **DJ Skee** (AXS TV's "SkeeTV"). **Brian Anthony Hernandez**, associate entertainment editor, [Mashable](#), will join the post-show wrap-up as a special correspondent.

On Sunday, Jan. 26, GRAMMY Live is the only place to view the Pre-Telecast Ceremony in its entirety, including live performances and the presentation of awards in approximately 70 GRAMMY categories. GRAMMY Live will also complement the live telecast of the 56th Annual GRAMMY Awards with a multi-screen experience offering backstage interviews, red-carpet coverage, pressroom question-and-answer sessions, historical GRAMMY moments, and a live-feed of GRAMMY winners portrait sessions. Throughout the day, users can choose from multiple cameras including positions in the photo-portrait room, load-in, backstage, and a red-carpet overview.

"For our fifth year of GRAMMY Live, viewers can, once again, expect exceptional, unlimited access to their favorite artists," said Evan Greene, Chief Marketing Officer for The Recording Academy. "As the landscape of technology expands, we strive to connect music fans to one another by producing the most engaging content surrounding Music's Biggest Night."

"GRAMMY Live is music fans' all-access pass to the 56th GRAMMYs and much more," said Marc DeBevoise, Executive Vice President and General Manager of Entertainment, Sports and News for CBS Interactive. "We're bringing fans even closer to the world's greatest musical acts with GRAMMY Live's social and second-screen features plus exclusive access to watch all the major events and behind-the-scenes action leading up to and throughout this year's GRAMMY Awards."

GRAMMY Live will also give fans access to GRAMMY Week events, including the MusiCares<sup>®</sup> Person of the Year gala honoring Carole King, Clive Davis and The Recording Academy's Pre-GRAMMY Gala,

and the official GRAMMY Celebration after-party. In addition, GRAMMY Live will feature exclusive interviews with various artists from the GRAMMY telecast rehearsals, backstage "thank you" cams, an exclusive performance from Barrett Baber, the Fayetteville, AR-based winner of CBS.com's [GRAMMY Gig Of A Lifetime](#) Contest Presented by Microsoft Surface, plus select songs from the GRAMMY Gig of a Lifetime Concert's headlining band, The Neighbourhood.

GRAMMY Live content is available across GRAMMY.com ([www.grammy.com/live](http://www.grammy.com/live)), CBS.com ([www.cbs.com/shows/grammys/live/](http://www.cbs.com/shows/grammys/live/)) and the GRAMMY Live mobile apps for the iPad, iPhone and iPod Touch, and Android devices. The GRAMMY Live mobile apps also integrate social media coverage of the event and fans can join the conversation by following or replying to tweets from the official GRAMMY Twitter account (@TheGRAMMYS), along with Twitter accounts for many of this year's nominees. The free app is available for download in the App Store. Android\*-powered device users can download the app from the Android Market™.

### **GRAMMY Live Technology Partners**

AEG Digital Media ([www.aegdigitalmedia.com](http://www.aegdigitalmedia.com)) has returned for the fifth consecutive year to live stream GRAMMY Live. Using its feature-rich, multi-camera angle Tremolo Player, complemented by The Hawk, a messaging platform that combines what fans are saying about GRAMMY Live on Facebook, Twitter, text messages, and web submission, as well as the MC, which increases viewer engagement with polls, trivia, live scheduling updates, and the sharing of Instagram photos and gifs..

GRAMMY Live will once again leverage Akamai's ([www.akamai.com](http://www.akamai.com)) global distribution HD network for live streaming and video on demand to power extensive live and on-demand streaming.

The Recording Academy has also partnered with the most progressive online companies and leveraged the best of both open-source and proprietary technologies to deliver a cohesive, exciting and more enriching user experience for GRAMMY.com and GRAMMY.org, including Acquia ([www.acquia.com](http://www.acquia.com)), Drupal ([www.drupal.com](http://www.drupal.com)), Lullabot ([www.lullabot.com](http://www.lullabot.com)), and Ooyala ([www.ooyala.com](http://www.ooyala.com)).

### **About The Recording Academy**

Established in 1957, The Recording Academy is an organization of musicians, songwriters, 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](http://www.grammy.com). For breaking news and exclusive content, follow @TheGRAMMYS on [Twitter](#), like "The GRAMMYS" on [Facebook](#), and join The GRAMMYS' social communities on [Foursquare](#), [GetGlue](#), [Google +](#), [Instagram](#), [Pinterest](#), [Tumblr](#), and [YouTube](#).

### **About CBS Interactive**

CBS Interactive, a division of CBS Corporation, is the premier online content network for information and entertainment. With more than 280 million people visiting its properties each month, CBS Interactive is a top Web property globally. Its portfolio of leading brands, which include [CNET](#), [CBS.com](#), [CBSNews.com](#), [CBSSports.com](#), [GameSpot](#), [TV.com](#) and [Last.fm](#), span popular categories like technology, entertainment, sports, news and gaming.

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\*Android app is available in Google Play as “The GRAMMYs.” Live streaming available for Android version 4.0.3 or higher.