

transmitLIVE announces top showcase picks for 2009

transmission 2009, Victoria BC, Sept.22-26, transmitnow.com

With a powerful and diverse artist line-up including DJ Champion, Timber Timbre, Chinatown, Final Fantasy, Shad, An Horse and Woodpigeon; transmitLIVE continues to focus on amazing artists with a bright future in the international marketplace.

"Having previously attended and also having had the pleasure to showcase artists at **transmission**, I'm excited to be expanding our involvement by presenting three artists this year," says Jeffrey Remedios, co-founder of Arts & Crafts. "Transmission has proven to be a valuable conference and I'm sure this year will be no different." Arts & Crafts will be featuring the Most Serene Republic, Timber Timbre and Zeus at this year's event.

This year, **transmission** producers are developing a unique platform that creates programming synergies between transmitLIVE and Rifflandia – Victoria's newest and most innovative music festival. Making its debut last year and embracing the multi-venue/single wristband model, Rifflandia has proven to be a powerful and important West Coast event for bands and audiences alike. (www.rifflandia.com) The combined impact of both events will result in over one hundred artists performing over four days in BC's capital. "The alliance with Rifflandia strengthens both events by combining what are already two very serious line-ups into three days and in one city," says Tyl van Toorn, Producer of **transmission**. "We are already seeing evidence that this new relationship is going to provide a much stronger audience experience than in the past."

A featured venue to this year's event will be the renowned and historic Market Square in the heart of Victoria's downtown core. "This is an amazing venue," says van Toorn. "We have never done anything as interesting in terms of venue design and we look forward to making this a shared experience for the artists, the industry and the fans." Market Square will play host to three days of great music. Doors open with the **transmission is SIRIUS** opening night party featuring artists such as DJ Champion and Creature. The **transmission is SIRIUS** party will be broadcast live on Sept.24th for SIRIUS listeners in Canada and the U.S. on SIRIUS channel 86.

SIRIUS is also proud to announce it's third year as the presenting sponsor of transmitLIVE. "transmitLIVE is a vital component to what has become one of Canada's most important music gatherings," says Andreanne Sasseville, Director, Canadian Content Development and Industry Relations, SIRIUS Canada Inc. "SIRIUS is all about connecting artists to fans and this is why transmitLIVE is such an important project for us."

As transmission continues to scale into an international initiative there is a vital need to develop a fluid platform for ideas and experiences to be shared among the leaders, thinkers and creators that work both inside the music space and are connected to the delivery of digital content.

transmission is an international event with a boutique atmosphere tailored exclusively for export-ready artists and business-ready professionals. The new transmission website, www.transmitnow.com launches July 23, 2009.

For information contact amanda@transmitnow.com