

transmitLIVE showcases artists in front of sold out crowds

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

With a powerful and diverse artist line-up including DJ Champion, Creature, Timber Timbre, Chinatown, Shad, An Horse, The Dudes, The Raccoons and Woodpigeon; transmission.LIVE participants enjoyed amazing performances in front of sold out crowds.

An opening night party on Sept 24, in the historic Market Square, kicked off three nights of excellent programming.

“Market square at night is effing magic. It felt like I was playing an organic version of that multi-tiered venue from AC DC's thunderstruck video.” says Dani Vachon, The Dudes. “Sometimes as a dirt poor artist, you have doubts about the path you've chosen but some rock shows make you wonder why you ever wondered. Kudos Victoria.”

SIRIUS Satellite Radio was the presenting sponsor for this year's transmission.LIVE. A live broadcast from the transmission is SIRIUS party aired on Sept.24th for SIRIUS listeners in Canada and the U.S. on SIRIUS channel 86. “SIRIUS was proud to sponsor transmission.LIVE and have a presence in Market Square,” says Andreeanne Sasseville, Director, Canadian Content Development and Industry Relations, SIRIUS Canada Inc. “SIRIUS is all about connecting artists to fans and this is why transmission.LIVE is such an important project for us.”

This year, transmission producers developed a unique platform that created programming synergies between transmission.LIVE and Rifflandia – Victoria's newest and most innovative music festival. The combined impact of both events resulted in a sold out festival, with 75 artists performing in eight venues over four days.

transmission 2009 (Victoria BC, Sept 23 – 26) welcomed respected individuals from the music business and other creative spaces to share ideas and inspirations related to the music industry.

transmission participants enjoyed front of the line access to all transmission and Rifflandia venues. “It was really important that our participants were able to see all our showcasing artists. We staggered set time and allowed VIP access to ensure this happened,” says Tyl van Toorn, Producer of transmission.

transmission.LIVE focused on showcasing artists from across the continent and around the globe to buyers from around the world while Rifflandia focused it's energy on building a memorable audience experience for all artists in all venues. This was the first year transmission was based in Victoria BC.

“We knew Victoria was the perfect city for this event and we are so happy that our participants felt the same way,” says van Toorn. “The weather was perfect, the fans were supportive and the artists were amazing. We could not have asked for more than that.”

transmission is an international event with a boutique atmosphere tailored exclusively for export-ready artists and business-ready professionals. For more information visit www.transmitnow.com