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# Critically Acclaimed London 'Gorillaz' Concert Streamed Live to Global Audiences

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Combining the real with the virtual has become the hallmark of cartoon band Gorillaz. So, it's no surprise that the band's first live concert in London since 2001 should be a multimedia extravaganza with fans following the performance via a live MTV Webcast.



The sold-out show at Camden's legendary Roundhouse was streamed live to audiences around the world by MTV using Inlet Spinnaker encoders supplied by Garland Partners Ltd (GPL) of the UK. Fans of Gorillaz co-created by Damon Albarn (frontman for Britpop band Blur) and Jamie Hewlett (cult comic artist and co-creator of *Tank Girl*)-watched a live webstream of the gig featuring video animation, artwork and film on 30th April. In addition to MTV online, the event was streamed live on social networking sites including Facebook as well as the Gorillaz own website. MTV will be broadcasting Gorillaz: Live, as part of its Worldstage franchise with a global premiere across MTV broadcast channels scheduled for Friday June 4th 2010.

The event- rated 5-stars by critics at both The Times and Guardian—brought together not only a global audience, but a transatlantic line-up of guest vocalists and band mates including: Mick Jones and Paul Simonon (The Clash); from America, rapper Mos Def, legendary soul artist Bobby Womack, and hip hop group De La Soul; and Swedish-Japanese singer Yukimi Nagano of Sweden's Little Dragon. On one track, London artists Bashy and Kano are teamed up with the Syrian National Orchestra.



It's the kind of event wrapped up in and made possible by the advances of technology," says Lorna Garrett Director of GPL. "Having the opportunity to fuse music and art with the latest streaming products lets a vast audience experience something truly remarkable and unique. We were pleased when MTV approached us to provide the Inlet Technologies Spinnaker 7000 encoders for the main and backup feeds."

We selected Inlet Technologies' encoders because of their ease of use and their market leading adaptive bit rate streaming capability," said Alec Hendry, Director of Digital Media Operations & Development for MTV Networks UK & Ireland. "This technology allows MTV to reach an audience with a wider demographic than would be possible otherwise and it is the third time that we have had such a successful event with the help of Garland Partners."

During the show, the Inlet encoders provided live streaming content, which in turn was delivered to MTV's global Content Distribution Network (CDN) provider, Akamai, for real-time streaming on MTV sites around the world as well as the network's regional Facebook pages.

For more information about what GPL can do for you please contact us today:

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