



Music and Advertising in Television I: Pod NiTES© - proposal for new music programme

Verena Stickler

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Scholarly Research Paper from the year 2008 in the subject Communications - Movies and Television, grade: 1,1, London Metropolitan University (London Metropolitan University), course: Marketing & PR in Music and Media Industries, language: English, abstract: Pod NiTES© is an all new and innovative multi-format show proposed by Fremantle Media. The show is a reality based music programme and sees sixteen contestants (in groups of four) living and competing together for a total of six weeks. The show deals with four different music genres (Pop, Rock, Jazz and R&B) each represented by a different celebrity mentor. The task the four teams face each week is to create a brand new song within a different genre every time. Presented by Sharon Osbourne and Will Young the show contains weekly podcasts, live performances by contestant teams and mentors opinions on the performances. Footage as to how the songs were created and what friction occurred within the house will be shown as well. In the end the public will decide which team wins by downloading their favourite song via iTunes. The team whose songs have been downloaded the most often will win.

Pod NiTES© targets the already existent audience of reality TV and responds to their lifestyle by offering live podcasts as well as other interactive services. By teaming up with Apple UK Pod NiTES© promises to be a high profile music show enabling ITV to not only attract various other advertisers but to also offer the viewers an insight into the different music genres and hence widening their cultural horizon.

Being broadcast every Saturday night for six weeks following the end of The X Factor, Pod NiTES© will replace the likes of Soapstar Superstar and cost the channel an approximated £ 6m.

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