



Next New Networks, Verizon Launch \$99 Music Videos, the Web's First Original Music Videos Network

Online Performances to Feature Emerging Musical Artists and Independent Filmmakers

New York – February 19, 2009 – [Next New Networks](#) and Verizon FiOS today announced the launch of a new online entertainment network, [\\$99 Music Videos](#).

Verizon, the provider of the nation's fastest broadband speeds through its FiOS Internet service, is joining forces with [Next New Networks](#), the leading online television company, to showcase emerging bands and musical artists paired with talented filmmakers.

Today's launch kicks off with an original video for La Strada, and upcoming guest talent includes Jeffrey Lewis & The Junkyard, Via Audio, Plushgun, The Depreciation Guild, Project Jenny, Project Jan, Lowry. Savoir Adore, and Frances. New videos will premiere every Thursday on the network's website at: 99dollarmusicvideos.com and distribution channels including YouTube, iTunes, and more.

[\\$99 Music Videos](#) gives musicians and filmmakers the opportunity to produce and broadcast high-quality original music videos for no more than \$99. In addition to connecting great independent talent with new waves of potential fans, \$99 Music Videos also appeals to a new generation of filmmakers by demonstrating innovative techniques to produce innovative music videos using limited resources.

The network was developed by pioneers in the music, television and online entertainment space including Fred Seibert, MTV's original Creative Director, Felicia Williams, former Entertainment Content Manager at YouTube and Next New Networks' Director of Creative Development, and the Series Creator and Executive Producer, Webby Award honored filmmaker Jack Ferry.

“\$99 Music Videos stands for everything that's exciting about web entertainment today in bringing together rising star bands, creative filmmaking, and a low-cost vibe to create original, fresh content,” said Fred Seibert, creative director and co-founder of Next New Networks. “I was there at the start of MTV and this has the same feeling all over again as



we launch a popular new destination for music videos. Music videos are meant to be fun, fresh and authentic, and the \$99 Music Videos format gives deserving artists the freedom to create while reaching out to new fans.”

Verizon has partnered with Next New Networks as the exclusive launch sponsor for the new network. Delivered on the nation's most advanced fiber-optic network, Verizon's FiOS Internet connection is the fastest available to U.S. consumers.

“\$99 Music Videos network programs are a perfect match for FiOS Internet,” said John Wimsatt, senior vice president, Verizon marketing. “Our advanced fiber-optic network delivers the fastest broadband speeds and ultimate online music video experience straight to FiOS Internet customers’ homes. Verizon FiOS is all about letting people do more with their Internet connection, such as creating and enjoying high-quality video and making digital media part of their everyday lives.”

The Verizon campaign messaging, “\$99 music videos are best experienced with Verizon FiOS Internet,” will boost viewer awareness around Verizon’s fiber-optic Internet service. The campaign will also include branded vignettes during each “making of” segment that offer a unique angle on the \$99 creation process - the power of speed in the face of limited time.

In addition the campaign will include integrated branded sponsor elements within episodes detailing the making of each music video, as well as companion media placements and integrated sponsor graphics on the network website and distribution points such as the network's YouTube channel. Next New Networks and Verizon will also work together in creative ways to promote the series through channels like Verizon’s Facebook fan page and communities on platforms including Twitter, Facebook, Tumblr, MySpace and Flickr.

\$99 Music Videos will feature different combinations of musicians and directors each week. Directors include Jack Ferry, Dan Meth, Ana Veselic, Kathleen Grace and Matthew Semel. The network will initially consist of two shows: a behind-the-scenes look at the making of the video, and the finished pieces themselves. Viewers will rate the videos as well as have the chance to submit their own \$99 music videos, making the network a destination for bands and filmmakers to connect with each other and the independent music and film communities.

More information and links for the musicians and directors involved can be found at the network’s website: 99dollarmusicvideos.com.

About Next New Networks

Next New Networks is TV for the Internet. As the leading independent producer of online television networks Next New Networks creates, packages, brands, markets and syndicates some of the Web’s most popular regularly scheduled and episodic



programming. Since its inception in March 2007, the company has launched sixteen networks, and its programming has been viewed more than 400 million times.

Hit programming from Next New Networks includes Channel Frederator (home of the popular series “Nite Fite”), Barely Political (the creators of Obama Girl), TMI Weekly (co-hosted by web celeb Julia Allison), daily auto news network Fast Lane Daily, DIY filmmaker network Indy Mogul, lifestyle network ThreadBanger, tech comedy network Barely Digital and your one-stop showcase of the cutest pets across the globe, Ultra Kawaii. The company, headquartered in New York, is privately owned, with investors including Spark Capital, Goldman Sachs and Velocity Interactive. For more information, please visit www.nextnewnetworks.com.

About Verizon

Verizon Communications Inc. (NYSE:VZ), headquartered in New York, is a leader in delivering broadband and other wireline and wireless communication innovations to mass market, business, government and wholesale customers. Verizon Wireless operates America's most reliable wireless network, serving more than 80 million customers nationwide. Verizon's Wireline operations include Verizon Business, which delivers innovative and seamless business solutions to customers around the world, and Verizon Telecom, which brings customers the benefits of converged communications, information and entertainment services over the nation's most advanced fiber-optic network. A Dow 30 company, Verizon employs a diverse workforce of nearly 224,000 and last year generated consolidated operating revenues of more than \$97 billion. For more information, visit www.verizon.com.

#####

VERIZON'S ONLINE NEWS CENTER: Verizon news releases, executive speeches and biographies, media contacts, high-quality video and images, and other information are available at Verizon's News Center on the World Wide Web at www.verizon.com/news. To receive news releases by e-mail, visit the News Center and register for customized automatic delivery of Verizon news releases.

Contacts:

LaunchSquad
Melissa Klein
415-625-8555
nnn@launchsquad.com

Verizon
Cliff Lee
518-396-1095
clifford.p.lee@verizon.com