



The Listening Party



Includes

- Interviews
- Q&A Segments
- Music Video premieres
- "Real Talk' Segment



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Link to what's real @
"The Listening Party"

- Chris Brown - Jessie J
- Trey Songz - Erykah Badu
- Jill Scott - Future
- Rita Ora - Kylie Jenner
- Ty Dolla - DJ Funk Flex
- DJ Felli Fel - DJ Khaled

plus Channing Tatum & Jamie Foxx

The Listening Party



Artists unite with *“The Listening Party”*

WorldCastLive and Franchise Record Pool are teaming up to launch “The Listening Party”, a series of 24 celebrity-packed shows aimed at music, fashion and entertainment. Each 90-minute party will air digitally via WorldCastLive’s online streaming service, reaching a worldwide audience through the most interactive stream technologies available.

“The Listening Party” will bring viewers closer to the action than ever before, allowing them to participate in live discussions on a platform built around real interaction. Viewers can a sneak peek at performers’ newest content, join a live comedy party or share their thoughts on a fashion show right as it’s happening.



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The Listening Party brings all the action right to your computer or mobile device

Sponsors benefit from the growing and loyal audience WCL and FRP have each collectively built, plugging into the latest trends in music, fashion and entertainment through a truly interactive platform.

Content will feature artist interviews, Q&A segments with chat room members and the world premieres of new music videos. Artists will headline individual party events, interacting with viewers while sampling their latest.

Across 24 events, “The Listening Party” will expand how entertainment is shared and received in the digital age.



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About WCL

At WorldCast Live

“Streaming your business is Our Business”

WorldCast Live is revolutionizing online interaction and streaming. On a powerful platform built for greater user control, Worldcast Live helps businesses, artists and innovators connect in ways never before possible.

This technology translates into greater revenue through a more interactive experience. Social media sharing and mobile app accessibility means more customers can find the content, enjoying it live or even viewing past events.

In business, fashion, fitness and crowd-funding, WCL has helped companies expand what's possible with live streaming. Fitness trainers can reach a group of clients in different parts of the world for a joint online workout session. Corporate boards can convene meetings with individual members on separate continents. DJs can spin their beat to a dozen night-clubs at once,

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Events can be streamed through chat, mobile applications and social media, including two-way video options, multi-cams and pic-in-pic. Shared live events can be personalized for individual locations, sending different elements to individual receivers.

With one-way and two-way streaming options, users can set exactly the stage they need for each individual event.

WCL reduces the costs of entertainment while providing revenue sharing potential, including advertising options and pay-per-view events. The Worldcast Live Media Platform (LMP) is created to provide unique, personalized and enhanced streaming experiencing for anyone needing live video streaming.





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This platform allows any venue to stream a DJ, Performer or Guest Speaker from anywhere in the world, via a 2-way stream, to perform live during their event. Any event holder or charity event can use the platform to stream their event live using the pay per view or donation feature, which generates additional revenue and access.

WCL's system communication capabilities are built around the social networking environment and employ an automatic promoting system where all subscribers are connected to any event holder they subscribe to, and are automatically alerted of any events created by that event holder in the future.

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The platform can be customized to fit specific needs. From booking a DJ to perform in a one-off session to a motivational speaker setting up daily, weekly or monthly sessions for paid per view options.

In addition, all events have the ability to place ads during the stream to generate yet additional revenue share. No competing system out there provides all these options collectively.



About FRP

Franchise Record Pool is the web's fast growing music service providing users with a one stop source for new and pre-released music. Franchise Record Pool is designed to deliver the fastest and most efficient music, replacing conventional formats like CD's with the improved definition of today's technology.

Co-founded by one of Hip Hop's biggest DJs, Funkmaster Flex and his long time friend Mike "Mr. Excitement" Jacob, Franchise Record Pool has continued to evolved over the years since it's conception in 1996. Their team is dedicated to providing music to DJs on a timely basis, allowing them to stay one step ahead of the competition. At the same time, FRP provides record labels with the promotions and feedback of their music from the professionals that matters the most: the DJs themselves.

Franchise Record Pool has working relationships with numerous labels that provide exclusive music on demand. Meanwhile DJs enjoy the benefits of getting the newest music first. Labels enjoy the benefits of getting your music heard faster and across a broader audience pool.

Be heard and make the difference with Franchise Record Pool.

The Listening Party



How to reach us

Find out how you can join the party, with sponsorship and partnership options available.



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“The Listening Party” brings the world stage to a global audience, connecting businesses and artists with a stronger, deeper interaction with fans and customers alike.

Tap into this 24-show event like no other, where technology puts everyone in the best seat in the house.

The latest in music, fashion and entertain in an interaction experience that can't be missed.

The Listening Party