

Jewel to stream interactive concert Singer partners with Screenvision

By LISA ENGELBREKTSON Friday, June 4, 2010

In an attempt to tap a fresh revenue stream for live music while boosting album sales, Jewel will be among the first musicians partnering with Screenvision and Velocity Broadcasting to broadcast an exclusive live show from PBS's Pittsburgh studios into nine theaters on June 7.

The show, with a different set list than the folk singer's current tour in support of her new album "Sweet and Wild," will be broadcast in high def and sent live via satellite to theaters in New York, Boston, Houston, Detroit, Tampa, Pittsburgh, San Diego, Raleigh and Nashville, as well as private screening rooms at selected Morton's Steakhouses and 34 Hoyts theaters in Australia. Angelenos can participate at City Club in downtown L.A.

Shows will be available simultaneously in several markets and on multiple continents, with a \$25 ticket price covering admission, an advanced signed copy of the singer's new album and a hand-held device that provides direct access to the star, allowing the viewer to help determine the set list and ask questions that will be teleprompted to her live on stage.