

## **Virtual Glastonbury as popular as the real thing**

### **PlayLouder.com website receives over two million hits in three days**

Over 200,000 festival goers attended this year's Glastonbury Festival 2001 which was hosted on **PlayLouder.com** over the weekend. The PlayLouder.com website received more than 2 million hits over the three days of the virtual festival, which was co-promoted by MSN, Hotmail and Virtue TV.

Glastonbury 2001 was the world's first ever online festival, and featured exclusive audio-visual webcasts from some of the biggest bands in the world.

Viewers enjoyed stunning live performances from Basement Jaxx, Gorillaz and Stereophonics streamed from venues across the world, as well as classic Glastonbury archive appearances from Coldplay, Blur, Pulp, REM, Travis and Orbital amongst others.

"If we had got this line-up at the real thing we'd have been very very pleased indeed", said Glastonbury Festival organizer Michael Eavis. "Considering we could not do the real festival this year this was the next best thing".

The comedy tent was a particular favourite showing highlights from The League of Gentlemen, The Fast Show and Alan Partridge, whilst the Dance Tent rocked to the sounds of Lemon Jelly, Timo Maas, Cristian Vogel, Mark Rae (of Rae & Christian), Tim "Love" Lee and many more.

Paul Hitchman, Managing Director of PlayLouder, said: "We came up with the idea of a virtual Glastonbury Festival in order to fill the gap left by the cancellation of this year's festival. We have been overwhelmed by the phenomenal response to our idea which shows the huge popularity of Glastonbury all over the world".

From a message left on the Glastonbury 2001 bulletin boards by Kaz:

"...I got to see some gigs that I never thought I'd see again. I mean, Orbital was large, one of the best gigs I've ever seen, and here I was seeing it again. Let this be a lesson to all the cheap slackers that jumped the fence and ruined it for everyone. Here's for 2002, and cheers to PlayLouder who wouldn't let 2001 go by without something."

For more information call Sarah Pearson and Jayne Houghton @ Excess on 020 7405 6226.

PlayLouder ([www.playlouder.com](http://www.playlouder.com) <<http://www.playlouder.com>>) is one of Europe's leading providers of online music entertainment and broadband music content, and has established a reputation for some of the best quality music content on the net. PlayLouder was the exclusive internet sponsor of Glastonbury 2000 from which it webcast memorable performances from 29 artists.