

American Weekend Entertainment Launching Video News Wire For Music

NEW YORK -- Feb. 22, 2015 --American Weekend Entertainment (AWE) today announced the launch of a news wire service for music, offering publishers unique editorial content that will grow readership, extend engagement with compelling cross-channel promotion, and provide no-cost monetization opportunities.

Focused on the demographic sweet spot of legacy print publishers, AWE will create unique, premium video editorial packages for daily newspapers and digital extensions simultaneously. Heading up the editorial team will be music journalist and author Alan Light, who has held high-profile positions at Rolling Stone, Spin, and Vibe magazines, and original MTV VJ Mark Goodman, who has also hosted on VH1, WMMR, KROQ, WPLJ, and currently on Sirius XM. Both are recognized leaders in music and video journalism for the last thirty years.

"The service we are providing at AWE is a long time coming – it is groundbreaking. I'm thrilled to be part of a group that has the same enthusiasm and love of music I experienced at MTV. It was that enthusiasm and vision that helped MTV become the music business game-changer that it was; I expect no less from this team!" said Goodman.

Added Light, "Right now, there's a significant gap between the access everyone has to music and the guidance most people get about what to actually listen to. With a team that's proven its ability to deliver great music coverage, there's a real opportunity for publishers to connect music fans to the information they crave and the artists they love."

The company was founded by experienced print and digital publishing pioneers, as well as several members of the original MTV team. AWE will connect consumers with the pulse of their music from trusted sources, and deliver exciting promotions and contests, giving publishers a unique product that is both informative and revenue-generating and provide brands an opportunity to reach their target audiences in novel ways.

"From the start, AWE has been focused on creating a unique music product for publishers that was easy to integrate, created by trusted music media innovators, with novel monetization opportunities and absolutely no upfront costs," said SVP of Affiliate Sales David Sheehan.

About American Weekend Entertainment

American Weekend Entertainment creates and distributes exclusive, music-based editorial packages that include text, images, video, promotions, and live events, providing turnkey workflow and sales opportunities for publishers.

<https://newsroom.aweinc.tv/2015-02-22-American-Weekend-Entertainment-Launching-Video-News-Wire-For-Music>