



# big day out SUMMER 2014

AUSTRALIAN FIRST!

TOUCH MTV'S BALLS AT BIG DAY OUT 2014

CATCH ALL THE LOCALLY PRODUCED ACTION FROM THE TOUR  
ON-AIR AND ONLINE

[www.mtv.com.au/bigdayout](http://www.mtv.com.au/bigdayout)  
#mtvbdo

FOR IMMEDIATE RELEASE:

In an exciting Australian first, MTV and [The Creative Shop](#) will be giving fans at this year's Big Day Out tour the opportunity to get touchy feely with "MTV's Balls".

The oversized beach balls will contain a series of camera's and aerials, capturing and streaming content from the event and giving attendees a chance to relive their experience online and for fans that miss out, a chance to watch the artists live from a punters point of view directly in the crowd. A gallery of images will be available the following day on MTV's Facebook page [www.facebook.com/mtvaustralia](http://www.facebook.com/mtvaustralia).

*"MTV was recently confirmed as one of the leading social media brands in the world, and has 1.6 million connections in Australia and New Zealand. We wanted to create a new, unique way to engage with that huge audience and generate innovative fun content that's sharable, and that we will also feature MTV,"*  
said **Simon Bates, Director of MTV Australia and New Zealand.**



The aptly named *Social Balls* are a main feature across the full 2014 Big Day Out tour having been showcased at the Auckland and Gold Coast events already, with Melbourne, Sydney, Adelaide and Perth still to come. Bands involved include The Lumineers, Bluejuice, The Hives, Bliss N Eso, Mac Miller, Primus, Tame Impala and Grouplove.

*"It's great to see brands move and adapt to the rapidly changing landscape of the music festival space, whilst all the time focusing on meeting the needs of the ever-connected consumer. MTV have recognized this and have created an experience that allows for connectivity with the event from both sides of the fence".*

*Director / The Creative Shop*

Watch the *social balls* promo here: [www.mtv.com.au/news/want-to-touch-mtv-s-balls-at-big-day-out-130114/](http://www.mtv.com.au/news/want-to-touch-mtv-s-balls-at-big-day-out-130114/)



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