



SHOCKBOXTV IS ON THE AIR!

Cutting-Edge Social Media Brand Targets Indie Musicians, Fans & Lifestyle

SANTA MONICA, CA — ShockBoxTV is an Internet content channel, the brainchild of entrepreneurs and die-hard music fans Matt Prater and James Tuverson. Using a multi-platform approach driven by social media and old fashioned word-of-mouth, ShockBoxTV supports and promotes "everything indie music" from all over the world.

Launching in late Summer 2012 and already sporting thousands of fans on its [Facebook](#) and [Twitter](#) pages, ShockBoxTV develops its content directly from fans, putting independent musicians in the spotlight with two dynamic new web-series, each with multiple episodes available online.

Says Matt Prater, an award-winning web series writer and producer, "ShockBoxTV features bands and artists who carve their paths by writing and producing their own music, making music videos, setting up tours and marketing themselves, making it all happen on their own. We celebrate that spirit."

Prater teamed up with marketing expert James Tuverson, whose experience includes managing indie bands as well as lifestyle marketing for musical instrument retailer Guitar Center and video game publishers Activision and Vivendi Games. "I've been servicing this community for years -- young, hip guys and girls who love music and use the latest technologies to communicate their vision and entertain. With ShockBoxTV, the shows are all about the audience. The viewers tell us what they want to see."

ShockBoxTV's premiere series "**Kick A\$\$ Band of the Week!**" features independent artists and bands from all over the world. Hosted by Prater from his L.A. loft, the series showcases clips of professionally produced music videos from each of the bands featured.

"**On Tha Beat**" is a series that takes the experience a step further by capturing candid interviews with up-and-coming artists at famous venues. With Prater hosting and Tuverson behind the lens, the pair attend local shows to grab footage of artists on stage and after the show. "No one else is making this kind of effort to promote independent artists," claims Tuverson. "The bands love it. We love it. And so do the fans." Matt and James insist that the next step is to take "On Tha Beat" on the road.

With additional scripted and non-scripted projects in the works, Prater and Tuverson continue to build ShockBoxTV into a global brand, using their fans as a beacon to influence programming as well as new avenues such as merchandising, live webcasting, a national concert tour and eventually a record label.

Find ShockBoxTV online at www.shockboxtv.com and www.youtube.com/ShockBoxTVRocks.

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More Information:

James Tuverson, Executive Producer
Email: james@shockboxtv.com
Phone: (310) 497-9809

Matt Prater, Executive Producer
Email: matt@shockboxtv.com
Phone: (310) 699-2531