



## **FOR IMMEDIATE RELEASE**

### **'JAY Z's Life+Times' YouTube Channel Launches With an Oct. 6 Live Stream of The Conclusion of JAY's Sold Out Eight Concert Run at the Barclays Center**

**NEW YORK, NEW YORK (October 4, 2012)** – The final performance of JAY Z's eight-night stint to celebrate the opening of the Barclays Center in Brooklyn will be live-streamed on his new JAY Z's Life+Times YouTube channel on Saturday, October 6 at 9:30pm ET: [youtube.com/JAYZsLifeandTimes](http://youtube.com/JAYZsLifeandTimes). JAY Z has joined forces with IconicTV to create this original channel, based on his hugely popular and very personal blog "Life + Times." A preview of the Live Stream is available now, as a featured video, at: [youtube.com/JAYZsLifeandTimes](http://youtube.com/JAYZsLifeandTimes).

"After a decade and a half of amazing musical success, JAY Z has emerged as the definitive cultural arbiter of his generation," says Michael Hirschorn, Co-founder and Chief Creative Officer of IconicTV. "Whether it's launching new artists through his Roc Nation management company, rebranding the Brooklyn Nets in a new arena that he is inaugurating, spending time with the President, playing Carnegie Hall in a tux, hosting the charity event of the year for kids, or launching a new restaurant line, JAY is someone who does things first, better, bigger."

"JAY Z's Life+Times channel, with its focus on the new global cosmopolitan elite, will be an expression of a man who has become an international cultural ambassador," states Hirschorn.

The channel is a platform for JAY's many passions and interests, while serving as a hub for music, art, and cultural trendsetters in the United States and globally. Following the concert live-stream, look for shows such as "The Road to Brooklyn," a docu-series that captures the excitement of the Nets' storied journey to Brooklyn, and "Roc Nation Check-In," which allows viewers to get up close and personal with Roc Nation artists. Programming also includes "Well Dunn With Jourdan Dunn," a series about the English supermodel, and "Blueprint," which captures the craftsmanship behind the world's most iconic luxury brands.

#### **About IconicTV**

IconicTV is an MCN (multi-channel network) that has partnered with Google/YouTube to create original content channels in three verticals: Music; Multicultural; and Lifestyle. IconicTV is leveraging best-in-class talent partnerships with the scope and reach of like-minded, category-leading brands to create the world's highest quality, most-subscribed-to OTT (over-the-top) media platform.

#### **About Roc Nation**

In April 2008, Live Nation partnered with entrepreneur Shawn "JAY Z" Carter to create Roc Nation. Roc Nation is a fully functioning entertainment company, including artist, songwriter, producer and engineer management; music publishing; touring & merchandising; film & television; new business ventures; and a music label. Roc Nation is also a successful creative consulting firm on several projects, which include multi-platinum artists in all genres of music.

#### **About JAY Z's Life+Times**

Conceived and curated by Shawn "JAY Z" Carter, JAY Z's Life+Times is a testament to its name, an online destination that features in depth lifestyle pieces on an array of subjects. The first of its kind, it is a content-rich hub that seamlessly blends the interests of JAY Z with those of his fanbase, listeners, and those whose interests lie in a similar lifestyle. From burgeoning musicians to fashion luminaries, design houses, sports icons, automotive firms and more, JAY Z's Life+Times ([youtube.com/JAYZsLifeandTimes](http://youtube.com/JAYZsLifeandTimes)) is an editorially driven digital platform that provides a succinct insider's perspective on the world's most influential people, places and products through both this Original Content Channel and the Website [www.LifeandTimes.com](http://www.LifeandTimes.com).

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